JANUARY 10, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT
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JAN 10 1949
DETROIT

WOR is *not* an Albany station

HE WAS RATHER impatient. He was a manufacturer. The product was a tape for mending clothes, shades, soft goods . . .

(Please be patient and read on – there is some very important meat in this.)

WOR was the *only* station this man could afford; we mean, big station. And he had – what some people would think – peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N.Y., and Boston, which is in Massachusetts, and Philadelphia – as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went – in practically all the 18 great states WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would *you*, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even – well, maybe Albany, N.Y., or Boston?

our address is **WOR** *– that power-full station, at 1440 Broadway, in New York*

NOTE: *WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 18-state impact.*

What's the 1960 picture?

Will our rockets have reached the moon?

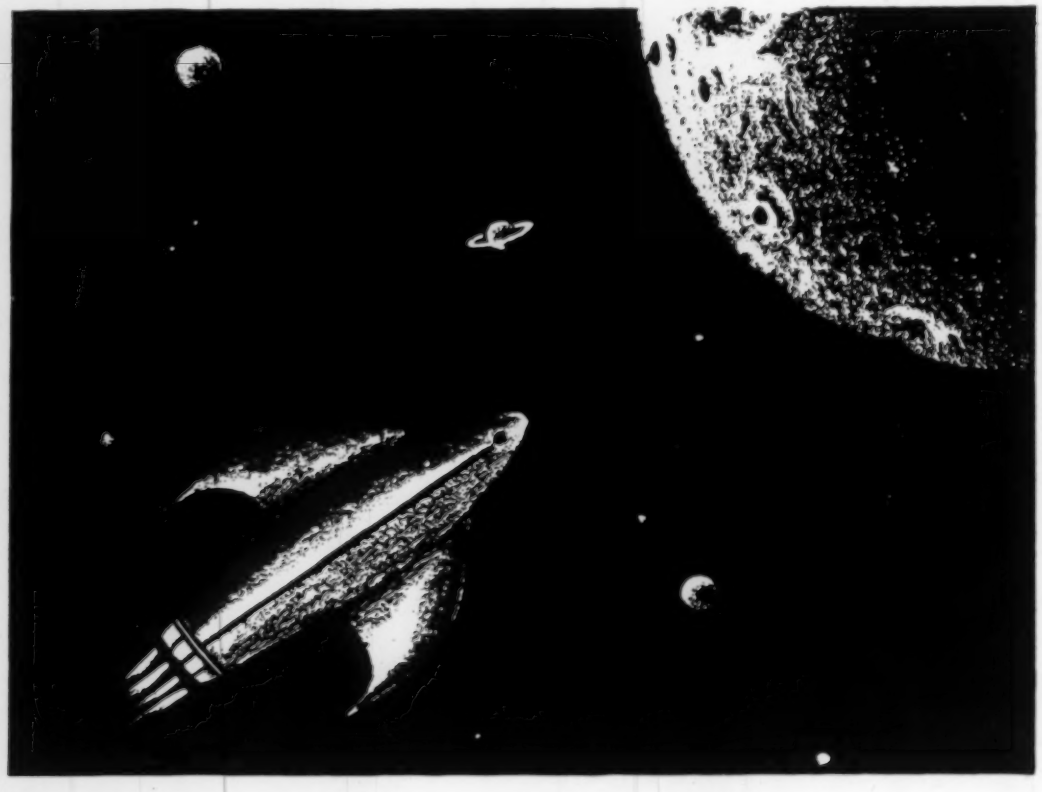
Will the uses of atomic energy be a boon to mankind?

And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.

In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Half the joy of broadcasting is vision. Much of the rest is serving.

Watch the First Stations of Virginia in 1950 . . . WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of N B C.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

STRIKE IT RICH IN '50

Use SPOT ANNOUNCEMENTS ... Add Listeners ...

You Get 4 Top Programs at a Cost of Only 2

YOU BUY THESE

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

YOU GET THESE AS A BONUS

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

Prices Like These:

Population

UP to 25,000	$15.00 for both Ladd & Runyon
25,000 to 50,000	22.50 for both Ladd & Runyon
50,000 to 75,000	25.00 for both Ladd & Runyon
75,000 to 100,000	27.50 for both Ladd & Runyon
100,000 to 150,000	30.00 for both Ladd & Runyon
150,000 to 200,000	35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free ...

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus
25% Discount ...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

WMOU, — BERLIN, N. H.
Took Our Package Offer
Used SPOT ANNOUNCEMENTS
Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

39 The Unexpected—2 Announcements	
52 Ladd Shows—3 Announcements ea.	
52 Runyon Shows—3 Announcements ea.	
89 Behind the Scenes—2 Spots each	
568 Spot Announcements @ $4.50 ea. (WMOU 312 time rate)	$2556.00
Cost of Special Package in WMOU Market	$ 780.00
PROFIT	$1776.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.

8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

TRANSIT RADIO getting close scrutiny at FCC. There's staff-level thinking that it's not "broadcasting" in strictest sense because it's beamed primarily to transit patrons, and that therefore it's not entitled to broadcasting frequencies. Subject has not come before full Commission.

MORE THAN cursory interest being evinced by Mutual affiliates, including certain stockholder stations, in pending plan of M-G-M to originate minimum of 30 hours per week of new programs to be fed to network. Programs —mainly live—would be produced with M-G-M talent and talent of other studios working with M-G-M, and would employ extensive literary properties of M-G-M and cooperating studios. Programs would be available for national or local sponsorship with M-G-M presumably holding certain rights of network recapture.

E. I. duPONT de NEMOURS & CO., Wilmington, through BBDO, New York, preparing radio spot announcement campaign to educate public on difference in denier in stockings. Approximately 60 stations will be used in 40 markets starting Jan. 23 for 13 weeks.

DREW PEARSON on a CBS station and partially owned by network at that! That's deal being negotiated by John S. Hayes, general manager of WTOP Washington, with Mr. Pearson, William H. Weintraub Agency, Elias Lustig, president of Adam Hat Co., and ABC network. WTOP (55% owned by *Washington Post*, which carries Mr. Pearson's syndicated column, and 45% CBS-owned) would carry Pearson show at 10:30 p.m. Sunday. He is carried live by WMAL, *Washington Star*-owned ABC outlet in Washington, at 6 p.m. Deal would be first of kind evolved on repeat basis for Mr. Pearson, it's understood.

INTERNAL problems at NAB, touched only lightly at board and committee meetings, may explode before upcoming structure-finance and board meetings are ended. Tipoff came in informal comments among members of three committees that met last week (story page 15). Next portent could appear in form of resignations.

NAB IS NOT only association in radio having member-resignation troubles. WDSU-TV New Orleans has resigned from Television Broadcasters Assn. No reason assigned.

EDWIN R. BORROFF, former ABC Central Division vice president, has resigned as president of Taylor-Borroff station representative firm, Chicago, and has sold his interest to his partner, Ted Taylor. Mr. Borroff will devote his time to activities of KPHO-TV Phoenix, of which he is part owner, retaining representative firm for national business.

NETWORK RADIO program being considered in addition to already sponsored *Stop the Music* by Cecil & Presbrey, New York, for

(Continued on page 74)

Upcoming

Jan. 17: Government-Industry Conference to Discuss NARBA, State Dept., Washington.

Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

Jan. 20-21: South Carolina Broadcasters Assn., Hotel Columbia, Columbia, S. C.

Jan. 23-24: NAB board Structure and Finance Committees, NAB Hdqrs., Washington.

Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

(Other Upcomings on page 43)

Bulletins

THOMAS S. LEE, 45, owner of Don Lee Broadcasting System, either jumped or fell from the twelfth story of a Los Angeles office building late Friday. He had been under observation for several years and the affairs of Don Lee were conducted by trustees.

LIGGETT & MYERS TOBACCO Co. (Chesterfields) signed Friday to carry 77 home games of Washington American League baseball club on WTTG (TV) Washington. Contract signed by Newman McEvoy, of Cunningham & Walsh, and Walter Compton, WTTG manager.

PROCTER & GAMBLE, Cincinnati, through Biow Co., New York, starts small test spot announcement campaign this week in Ohio for its Joy, liquid dishwasher.

JUSTIN MILLER, NAB president, reappointed Friday by President Truman to serve on U. S. Advisory Commission on Information. This will be Judge Miller's second term; first appointed to commission by President last year. Purpose of group is to study State Dept. activities in field of information.

FORNEY RANKIN QUITS NAB; RETURNS TO STATE DEPT.

FORNEY A. RANKIN, NAB director of government relations, resigns Feb. 1 to become director of public affairs in office of Assistant Secretary of State in charge of Inter-American Affairs, Edward G. Miller Jr. He will be in charge of information and cultural affairs in Latin America.

Mr. Rankin joined NAB Oct. 1, 1948, as international advisor and later was named executive assistant to President Justin Miller. He devoted most of his attention to international matters and attended high-frequency broadcast conference at Mexico City and recent NARBA meetings in Montreal. He is author of *Who Gets the Air?* published last summer by NAB.

Before joining NAB Mr. Rankin was associate chief of State Dept. International Broadcasting Division. He had been with Office of Inter-American Affairs. During his period of government service he attended many international conferences. Last summer he was named NAB government relations director when that post was created by the board.

Business Briefly

BAKERY SPOTS ● Cross-country campaign in works for California Fruit Bread, Los Angeles, which already has booked spot radio in four Pacific Coast markets. Budget not released. Agency, J. B. Keifer Inc., Los Angeles.

COOKIE PROMOTION ● Zion Industries, Zion, Ill., preparing to start campaign of singing commercials to promote its line of cookies. Agency, Goodkind, Joice & Morgan, Chicago.

AGENCY NAMED ● Dulane Inc., Chicago (deep fat fryer), names Ruthrauff & Ryan, Chicago, to handle advertising. TV to be used.

GINGER PLAN ● K. W. Ginger Products Co., names Smith, Smalley & Tester, New York, to handle advertising of its ginger products. Radio will be used.

NAB ASKS ACHESON TO CONFER ON MIXUP

NAB Friday asked Secretary of State Dean Acheson for top-level conference on broadcast rights following brush-off given networks at Secretary's luncheon speech Thursday at National Press Club, Washington.

Previous protest sent to Secretary Acheson Wednesday by NAB President Justin Miller when State Dept. withdrew permission for radio pickup on ground speech would be extemporaneous. Actually, Secretary Acheson spoke from prepared material.

State Dept. finally gave permission for recording of speech at 12:25 p.m. Thursday, scarcely half-hour before he started talking. Department managed to get Voice of America staff to handle recording job. Then diplomatic agency got tied up in red tape as Far Eastern officials demanded right to edit recording.

Networks franctically booked news spots for portions of speech Friday afternoon but recording wasn't ready until 6:40 p.m. though promised at 4 p.m. Voice of America got its copy at same time. Eric Sevareid, CBS commentator, termed incident "most remarkable effort to protect a public official from himself that Washington has seen in years."

DON LEE EXTENSION

FCC Friday granted Don Lee Broadcasting System extension of time to Feb. 1 to file exceptions to Commission's proposed decision on Don Lee station renewals [BROADCASTING, Jan. 2]. FCC proposed to renew licenses (KHJ-AM-FM Los Angeles, KFRC San Francisco, KGB San Diego, KDB Santa Barbara), but held Don Lee had violated network regulations. Network still undecided whether to file exceptions.

LANGER BILL OPPOSED

RADIO and television have become "very important" media to beer advertisers and Langer Bill would impose "intolerable" restrictions on their interstate advertising, Edward L. Flanigan, Globe Brewing Co., told Senate Interstate Commerce Committee Friday (early story page 60).

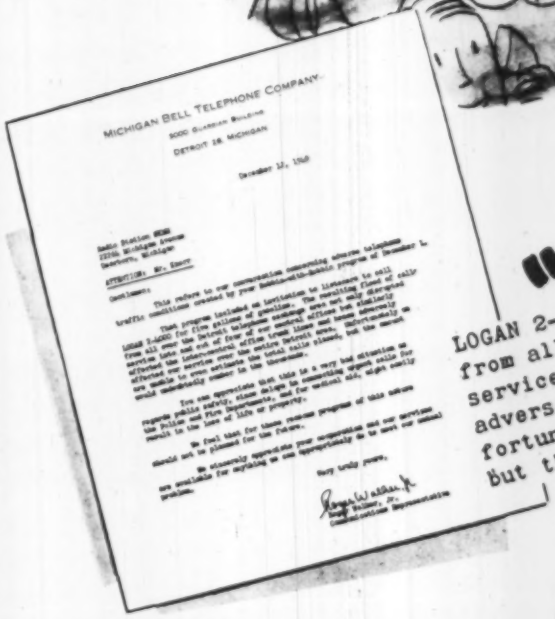
XUM

The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result? . . . .

the calls that cracked The Michigan Bell . . .

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please . . . never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.



MICHIGAN BELL TELEPHONE COMPANY
1000 Guardian Building
DETROIT 26, MICHIGAN

December 12, 1949

Radio Station WKMH
2220 Michigan Avenue
Dearborn, Michigan

ATTENTION: Mr. Knorr

Gentlemen:

Traffic conditions created by your broadcast-to-obtain program of December 5, [illegible]

This refers to our conversation concerning adverse telephone

That program included an invitation to listeners to call LOgan 2-4000 for five gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

We appreciate that this is a very bad situation as [illegible] urgent calls for [illegible] could not easily be completed, and for medical aid, might easily result in the loss of life or property.

We feel that, for these reasons [illegible] program of this nature should not be planned for the future.

We sincerely appreciate your cooperation and our services are available for anything we can appropriately do to meet our mutual problem.

Very truly yours,

[signature]
[illegible]
Communications Representative

"That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands."

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

IT'S ALWAYS HARVEST TIME *in Flint!*

...if you're on **WFDF, that is!**

Advertisers who sow their selling messages via Flint's first station, WFDF, reap a rich harvest. They're "in" for a big share of the $288,000,000 spent annually in Flint's retail stores!

Purchasing power is fabulous in this industrious town, because *the average effective buying income per family is a startling $5,764.* (Compare that with the median American family income reported at $3,120!)

Remember! Hooper surveys show that WFDF has a larger audience than any of the other four local stations in every time period. And during the day WFDF garners two to five times as many listeners as any other local station.

Today—everyday is harvest time in Flint when you use the WFDF-Flint Market Combine. Ask a Katz man for availabilities, now!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

PLAY BALL with LIBERTY!

Largest Baseball Network in the History of Radio . . The Fastest Growing Network in America . . Starting Its Third Season!

Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear *baseball* every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some 36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . boosting game attendance . . expanding the sports listening audience! It's the greatest advertising buy in America.

The Old Scotchman — GORDON McLENDON

Radio's Favorite Sportscaster

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both line from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting. Its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.

Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.

LIBERTY BROADCASTING SYSTEM, INC.

DALLAS, TEXAS

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

WILLIAM V. SCHWARTING, formerly with J. Walter Thompson Co., New York, joins Albert Frank-Guenther Law Inc., as a vice president. He was head of Wall St. office for JWT for many years. His son, **ROBERT W. SCHWARTING**, also joins Albert Frank-Guenther Law.

FLOYD O. WILSON, art director of Bozell & Jacobs, Chicago; **RANDALL PACKARD**, account executive for firm, and **CLETE HANEY**, also account executive, appointed vice presidents of agency. **F. C. MILLER**, vice president and general manager of Bozell & Jacobs, named executive vice president and general manager.

MONROE MENDELSOHN, account executive for Kaufman & Assoc., Chicago, appointed radio and television director for firm.

FRANK HOPKINS, formerly with Kudner Agency, New York, and prior to that with Federal Adv., same city, joins Kenyon & Eckhardt, New York, as writer in radio-TV commercial department.

HAL STEBBINS resigns as executive vice president of Honig-Cooper Co., Los Angeles, to form his own agency under firm name of **Hal Stebbins Inc.** New agency has taken over offices of Honig-Cooper Co. at 714 W. Olympic Blvd., and staff personnel remains intact. Honig-Cooper Co. is expected to establish new Los Angeles offices.

Mr. Stebbins

LOUIS J. MAGGIC, formerly with Gumbinner Agency, joins Smith, Smalley & Tester, New York, as production manager.

C. RUSSELL ZEININGER, formerly of Benton & Bowles, New York, joins McNeill & McCleery, Hollywood, as assistant account executive.

JOHN A. CASHMAN, formerly with Geffen Dunn & Co., and Time Inc., New York, joins O'Brien & Dorrance Inc., New York, as vice president and director.

DOROTHY DAY, formerly with copy department of McCann-Erickson, Chicago, named copy chief of Schoenfeld, Huber & Green Ltd., Chicago.

CHARLES H. HELLIWELL, former vice president of Richard H. Brady Co., Stevens Point, Wis., appointed radio and television director of Mathisson & Assoc., Milwaukee.

DON. E. WRIGHT, for past five years manager of Metropolitan Broadcasting Service Ltd., Toronto, buys firm from Ken Soble, owner of CHML Hamilton, and will continue it at Toronto at same address under name of **Metropolitan Broadcast Sales.**

WALTER McCREERY, formerly with Smith Bull & McCreery Inc., with offices in New York, San Francisco and Los Angeles, forms his own agency, **Walter McCreery Inc.**, in all three cities. **ROBERT B. SELBY** is manager of San Francisco office and vice president of new firm. **DICK SMITH** and **FRANK BULL** continue as **Smith & Bull Inc.** with offices in Los Angeles only.

MILDRED DEMBY, formerly with Chernow Co. and Abbott Kimball Co., both New York, joins Demby Co., New York, as director of women's affairs. She will handle women's radio and television programs on number of Demby Co. accounts.

MARION LAW Jr., formerly public relations director for Budd Co., Philadelphia, joins Grant Advertising Inc., New York, as account executive. He will direct public relations and publicity activities for agency's client, The Society of Motor Mfrs. and Traders. He served more recently with J. W. Milford Inc. and Anderson, Davis & Platte, New York.

WALTER N. STUCKSLAGER, formerly western advertising manager of *Esquire* magazine, joins Henri, Hurst & McDonald, Chicago, in executive capacity. He will be active in merchandising of apparel and home furnishing accounts.

MARGUERITE WALSH, for past five years with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., joins copy section of radio department of Ruthrauff & Ryan, New York.

LEE JASPER, former account executive with Weiss & Geller Adv. and formerly secretary and treasurer of Jasper, Lynch & Field Adv., New York, joins Huber Hoge & Sons, New York, as account executive.

JOHN SCOTT KECK, formerly recording manager of NBC, joins Henri, Hurst & McDonald Inc., Chicago, as director of radio and television.

LANSDALE & BALDWIN, Los Angeles, moves to new quarters at 110½ E. Seventh St.

XUM

JOHN BLAIR & COMPANY

Offices in CHICAGO • NEW YORK • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • **DALLAS**

ANNOUNCING

THE OPENING OF A *Seventh* JOHN BLAIR OFFICE . . .

DALLAS, TEXAS

On January 2nd, John Blair & Company opened offices in hustling, bustling Dallas, Texas. Clarke Brown, long an expert in advertising, merchandising, marketing and radio, is in charge . . . ready now to help Southwest advertisers build *profitable* sales with *powerful* Spot Radio!

The address, for your files, is Rio Grande National Building, Field and Elm Streets. The phone, Central 7955. If you're located in the fast-growing Southwest, it will pay you to know Clarke Brown and all the fine stations on John Blair's list. Ask him about them anytime!

Clarke Brown
Manager—Dallas office

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Watch the New WDSU

No Other New Orleans Station Offers Sponsors Such Complete Coverage of the Important Woman's World!

Joyce Smith, Woman's Program Director, creates and cues her AM & TV programs to strike the rich, influential woman's market. Gardening-fashions-drama-cooking (featuring Lena Richards, nationally known Creole cook)—are among the varied programs available to dollar-wise sponsors. Write for further details!

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

5000 WATTS • ABC

EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business

PURE OIL Co., Chicago, promoting its NBC News Commentator H. V. Kaltenborn's edition of *Fifty Fabulous Years* with 10 one-minute spots in each of 58 markets for two weeks through Leo Burnett Agency, Chicago. Stations include those within Pure Oil territory but outside the area covered by regular network show.

NORTHERN ELECTRIC Co. Ltd., Montreal (radio receivers and electrical appliances), starts quarter-hour program, *The Northernaires*, thrice weekly on 10 Canadian stations and will expand during year to 70 stations. Program is Canadian transcribed production. Agency: Harry E. Foster Adv. Ltd., Toronto.

D. L. CLARK Co., Pittsburgh (candy bars), through BBDO, New York, adds three cities for its campaign. WJBK-TV Detroit, WLWT (TV) Cincinnati and WCBS-TV New York have been added to 12 other stations carrying announcements in Baltimore, Boston, Buffalo, Chicago, Cleveland, New York, Philadelphia and Washington.

WESTERN AIRLINES, Los Angeles, Jan. 9 started three week radio campaign promoting its air coach trip from Los Angeles to Las Vegas, on four Los Angles stations—KFWB KMPC KFAC KGFJ. Stations using total of 100 spots each, with two 10-minute daily recorded music strips being used additionally on KFWB. Agency: Buchanan & Co., Los Angeles.

BROWN SHOE Co., St. Louis, begins series of one-minute and 20-second TV commericals in 12 markets starting Feb. 6 for 13 weeks though Leo Burnett Agency, Chicago. Spots, which promote children's Buster Brown line, have sound on film with voice over for dealer identification.

AMALGAMATED CLOTHING WORKERS OF AMERICA (CIO), through Ben Sackheim Inc., New York, signs with ABC-TV Spot Sales for heavy television spot campaign in four cities. Union to run 275 20-second station break announcements on WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and WMAL-TV Washington with $138,380 to be spent in 39-week period, starting Jan. 30 with summer hiatus.

O'KEEFE & MERRITT Co., Los Angeles (gas ranges), Jan. 16 renews spots on 25 California stations and adds KFBK Sacramento, KMJ Fresno, KERN Bakersfield KWG Stockton (all McClatchy stations). Contracts for 52 weeks. Agency, R. B. Atchinson Co., Los Angeles.

CAMEO CURTAINS Inc., Chicago, appoints Philbin, Brandon & Sargent Inc., New York, to handle its television advertising. Firm plans to use 20 markets this year. **EWING R. PHILBIN Jr.** is account executive.

UNION PACIFIC RAILROAD, Omaha, Neb., starts for 52 weeks 15-minute *Frank Goss News*, thrice weekly, on KNX Hollywood, and recorded 30-minute *Musical Milestones*, five weekly, on KFAC Los Angeles. Agency, Caples Co., Los Angeles.

Network Accounts • • •

FERRY-MORSE SEED Co., Detroit, buys sponsorship of *Garden Gate*, Saturday, 9:45-10 a.m. on CBS, for 18 weeks effective Jan. 21. MacManus, John & Adams, Detroit, is agency.

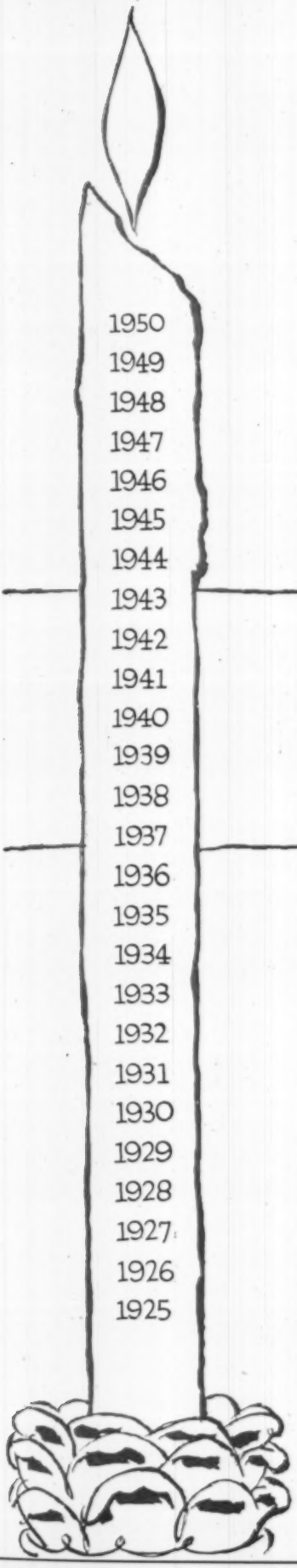
DOUBLEDAY & Co., New York (book publisher), through Huber Hoge & Sons, also New York, is sponsoring on ABC, two 15-minute programs, aired back-to-back on 61 stations, immediately following network's Metropolitan Opera broadcasts on Saturday. The 11-week contract started Jan. 14 and covers quarter hour featuring Jacques Fray with recorded opera music, and quarter hour of Sidney Walton in human interest series.

WILDROOT Co., Buffalo (Wildroot Cream Oil), Jan. 11 renewed for 52 weeks *What's the Name of That Song?* on full Don Lee Network plus CKWX Vancouver, B. C., and four stations of Aloha network, Hawaii, KHON KITA KMBI KTOH. Agency: BBDO, Buffalo.

MUNTZ TV Inc., Chicago (set manufacturer), sponsors new show, *Rebuttal*, on MBS, Sunday 9:15-9:30 p.m. Program purchased through Michael Shore Inc., same city.

KELLOGG Co., Battle Creek, Mich., appoints Kenyon & Eckhardt, New York to take over production of *The Singing Lady* effective Sunday, Feb. 12. Show heard Sunday on ABC-TV, 6:30-7 p.m. N. W. Ayer & Son, New York, formerly handled production.

XUM



for 25 years

WGBI

has dominated the Nation's 21ST Market...

SCRANTON

Wilkes-Barre

And, year after year, WGBI consistently proves it with record breaking Hoopers like these:

MORNING	AFTERNOON	EVENING
56.6	59.0	72.0

Today, if you want to sell the 674,000 consumers of

SCRANTON

Wilkes-Barre

plan to use the one station that does the job... morning, noon and night!

WGBI

MRS. M. E. MEGARGEE
PRESIDENT

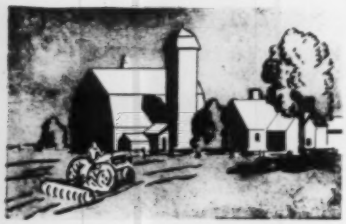
GEORGE D. COLEMAN
GENERAL MANAGER

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Rx FOR R

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Feature of the Week

Mr. SHANKS Miss PINKNEY Miss CHOMIAK Mr. CHAPMAN

TWO GIRLS and two boys were selected out of more than a million high school students as winners in the third annual Voice of Democracy contest staged during 1949's annual National Radio & Television Week. They are Richard L. Chapman, 17, Brookings (S. D.) High School; Gloria Chomiak, 17, Wilmington (Del.) High School; Anne Pinkney, 17, Trinidad (Colo.) High School; Robert Shanks, 17, Lebanon (Ind.) High School.

Contests were staged in 28,000 high schools in 51 states and territories under joint sponsorship of NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education. Chairman of the committee in charge is Robert K. Richards, NAB public affairs director.

A board of nationally-known judges selected the four winners by means of blind transcriptions identified only by numbers. They scored all contestants and the scores were added and averaged to

(Continued on page 28)

On All Accounts

WHILE studying in the early 1920's for a chemical engineering degree at Union College, Schenectady, N. Y., Maurice Odquist, now account executive with Kenyon & Eckhardt, New York, became aware of a curious disproportion. Whereas there were scores of chemistry majors at school and thousands throughout the country, there were less than a handful of college radio trainees to supply an industry that was looming as one of the most promising in the industrial economy.

Mr. Odquist did what few before him had done, and what thousands after him were to undertake—he helped build a college station, WRL, and there served in every capacity available to a young man of persuasive manner, good voice and literary skill.

Capitalizing on the latter endowment, his first job upon leaving school in 1926 was editor of a house newspaper for Best Foods Inc. Within two years he had risen to the post of advertising manager for the firm. In 1929 he moved to the Giddeon Paint Co. and his first post-school encounter with radio as the organization's sales promotion manager handling, among his other duties, the company's spot radio business.

MAURICE

In 1930 he resigned from Giddeon to join the Atlantic & Pacific Co. as its radio director. During his tenure with A&P Mr. Odquist supervised more than 26 shows per week for more than four years.

In 1934 when A&P's radio activities were cut considerably, Mr. Odquist resigned and joined the American Can Co., first as assistant head of the marketing division and later as director of that department. Three years later he joined Newell-Emmett as account executive in charge of merchandising and promotion of Pepsi-Cola. During his ten-year stay there he also served as account executive on Sylvania Electric Products.

Last June, he was offered and accepted a position with Kenyon & Eckhardt as account executive on the television set division of Sylvania and on White Rock, a spot radio advertiser.

The Odquists—she is the former Viola Seelman—were married Oct. 26, 1929. They have two children, Constance, 16, and Victor, 12. The family lives in Dobbs Ferry, N. Y.

Mr. Odquist is active in civic enterprises and is a member of the board and president of Dobbs Ferry Hospital and the board of governors of Dobbs Ferry Country Club.

A BIG PLUS FROM WIBG

SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM

DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

ADAM J. YOUNG INC.

XUM

EVERYTHING in LENSES for TV CAMERAS

—at new reduced prices

CHECK HERE FOR THE LENS YOU NEED				
Focal Length	**Camera Service**	**Speed**	**Total Horiz. Field Angle**	**Type No.**
35mm	studio and field	f/3.3	51.5°	MI-26550-9
50mm	studio and field	f/1.9	34°	MI-26550-1
90mm	studio and field	f/3.5	19°	MI-26550-2
135mm	studio and field	f/3.8	13°	MI-26550-3
8½"	studio and field	f/3.9	8°	MI-26550-4
13"	studio and field	f/3.5	5°	MI-26550-10
13"	field	f/5.0	5°	MI-26550-5
15"	field	f/5.0	4.5°	MI-26550-6
17"	field	f/5.0	4°	MI-26550-7
25"	field	f/5.0	2.75°	MI-26550-8
ZOOMAR, REFLECTAR, and BALOWSTAR Lenses		For information, get in touch with your RCA Broadcast Sales Engineer		

After careful study and extensive tests of all types of TV lenses—in the laboratory, studio, and field—RCA engineers recommend this versatile line of lenses for producing the clearest possible pictures.

Designed specifically for quick interchange in the 4-position turrets of RCA cameras, these lenses give the cameraman a wide choice of sizes, speeds, and focal lengths for wide-angle, telephoto, and ultra-speed pick-ups.

The complete line includes: (1) special, long "telephoto" types using a high-quality doublet lens (achromat) with removable, lightweight fixed-stops; (2) standard Ektar, or studio-type lenses, complete with diaphragm and depth-of-field scales—and with threaded stainless-steel barrels for accommodating sunshades and standard filters (available extra). All lens mounts contain light baffles to cut glare. All lens surfaces are chemically treated to insure clearer, higher contrast picture reproduction.

• • •

RCA can ship any lens in the line—immediately, from stock. Ask your RCA Broadcast Sales Engineer for the new low prices. Order from him, or direct from **Dept. 19AC, RCA Engineering** Products, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

COMPARE

COST PER THOUSAND HOMES
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

6:00 - 6:10 PM	WHK	NET. B	NET. C
HOOPERATING AVERAGE ①	5.3	6.2	5.1
HOMES PRIMARY AREA ②	952,244	874,385	705,393
HOMES REACHED DAILY ③	50,469	54,212	35,975
COST FOR 10 MINUTE PROGRAM (MAX. DISCOUNT)	$60.75	$91.13	$72.04
COST PER 1000 HOMES	$1.18	$1.68	$2.00

WHK

The Paul H. Raymer Co.
National Representative

AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

① *Hooper—Fall-Winter 48-49; Winter-Spring 48-49*

② *Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power 1949*

③ *Projected rating for primary area*

XUM

BROADCASTING
TELECASTING

Vol. 38, No. 3 WASHINGTON, D. C., JANUARY 16, 1950 $7.00 A YEAR—25¢ A COPY

RETAILER RADIO *NRDGA Convenes In New York* ANNUAL AWARDS

JUSTIN MILLER, NAB president, chided members of the National Retail Dry Goods Assn. last Thursday for failing to include radio as the basis of a nation-wide public relations campaign the association plans on "The Miracle of America Thrives on Progress."

He spoke at the public relations session of the week-long 39th annual NRDGA convention at New York's Hotel Statler.

Pointing to the violent reaction last year against the possibility of liquor advertising via radio as evidence of the medium's potency, Judge Miller declared, "There is nothing illegal about hard liquor advertising, yet when radio proposes to air it, people get excited. No such reaction is created by its appearance in other media."

Judge Miller decried the NRDGA-sponsored campaign's emphasis on newspapers, and that instructions to NRDGA members urge they "contact their local newspapers." He assured members that local broadcasters are equally anxious to assist in the campaign, which seeks to concentrate favorable public opinion on American retailing, its place in the life of the community and the advantages of the system of government in which it functions.

Brochure Criticized

The campaign brochure, severely criticized by Judge Miller, proclaims the drive's support by Newspaper Advertising Executives Assn., American Newspaper Publishers Assn., and the Advertising Council. Judge Miller expressed disappointment in NRDGA's requests that members support the campaign by sponsoring newspaper ads, and that the Ad Council secure free radio time on sponsored network shows.

Earlier in the week, the possibility of added radio use by retailers in 1950, and a tip to "watch the television infant" was voiced by Howard P. Abrahams, manager of the NRGDA's sales promotion division and visual merchandising group.

Speaking at Tuesday's sales promotion session, Mr. Abrahams predicted that retail sales in 1950 would amount to "around last year's volume," explaining that at current lower prices, more customers should buy more merchandise units. While not expecting an increase in newspaper expenditures, he did predict "as much or more radio use" by retailers, who in 1949

(Continued on page 41)

GRAND AWARDS in recognition of "good, resultful radio advertising by retailers," in the annual radio program contest sponsored by the National Retail Dry Goods Assn., were made last Wednesday to three department stores—Zion's Co-operative Mercantile Institution, Salt Lake City; Schuneman's Inc., St. Paul; and Lit Brothers, Philadelphia.

The first of these also won two first and two second prizes. The latter two each took a first prize.

Awards to 33 stores in 16 categories were presented by Maurice B. Mitchell, BAB director, and Robert J. Powderly, sales promotion director of Kresge-Newark, at a sales promotion and visual merchandising session of the annual NRDGA convention (see separate story). Mr. Powderly was chairman of the session.

Judging this year, according to Mr. Mitchell, was based primarily on the results of radio advertising, a departure from former years when programming itself was of foremost importance. Therefore, in each case, stores gave definite proof of results in contest series.

Grand award and first prize for "Groups of Beamed Programs" went to ZCMI for five of its programs, each tailored for a different audience. The programs, honored as a group, also took first or second prizes, each in its specific category.

Winning ZCMI programs in the group classification, and their specific prizes were: *ZCMI-Utah Sym-*

(Continued on page 40)

NRDGA Awards for Best Programs of 1949

[Judging was based primarily on results. Emphasis was also placed on the manner in which programs and advertising reflected the character of the store, on the accuracy with which the program was beamed to a specific market and on the consistency with which radio advertising was used.]

Stores Winning Awards for Groups of Beamed Programs

Grand award and first prize to Zion Co-op. Mercantile Inst., Salt Lake City, for the following 5 beamed programs:

ZCMI Utah Symphony Hour	KSL
ZCMI Homemaker Program	KALL
Tossed Solids	KUTA
The Land of Make-Believe	KSL
ZCMI Breakfast Edition of the News	KDYL

Second prize to Pomeroy's, Reading, for the following 4 beamed programs:

Highlights in Harmony	WHUM
Priscilla Pomeroy	WHUM
Be-Teen Jamboree	WHUM
Pomeroy's Newscast	WRAW

Third prize to Golden Rule, St. Paul, for the following 8 beamed programs:

Morning Serenade	WMIN
Melody Album	WLOW
Melody Lane	WMIN
Tune Time	WLOL
Guests and Requests	WMIN
Twilight Serenade	WMIN
Family Favorites	WMIN
Curtain Time	WMIN

Programs Beamed to a General Family Audience

Grand Award—Schuneman's Inc., St. Paul—*Red Rooster Hour* WDGY

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Goldblatt's Dept. Store, Chicago—*The Let's Have Fun Show* WGN

Second Prize—Marshall Field & Co., Chicago—*Masterpieces of Music* WNMP

Honorable Mention—Joske's of Texas, San Antonio—

Eight O'Clock News	WOAI
Ten O'Clock News	WOAI

$5 MILLION TO $15 MILLION

First Prize—Schuneman's Inc., St. Paul—*Red Rooster Hour* WDGY

Second Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Utah Symphony Hour* KSL

Third Prize—Maas Brothers, St. Petersburg and Tampa—*Piano Melodies* WSUN

Fourth Prize—Pomeroy's Inc., Reading, Pa.—*Highlights in Harmony* WHUM

Honorable Mention—McCurdy & Co., Rochester—*McCurdy Little Symphony* WHAM

Honorable Mention—Forbes & Wallace Inc., Springfield, Mass.—*Coffee with Lee & Lorraine* WSPR

Honorable Mention—The John Gerber Co., Memphis—*Memphis—Mid South Today and Tomorrow* WMC

UP TO $5 MILLION VOLUME

First Prize—Sears, Roebuck & Co. Inc., Burlington, Vt.—*Sears Man on the Street* WCAX

Second Prize—The John Bressmer Co., Springfield, Ill.—*Upon Reflection* WCVS

Third Prize—Pomeroy's Inc., Pottsville, Pa.—*Tone Portraits* WPAM

Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Repeat Performance* WTAX

(Continued on page 40)

NAB REVAMPING UPSET

BAB Intact

By J. FRANK BEATTY

NAB's Broadcast Advertising Bureau last week survived one more threat to its freedom to operate as a separate unit but the operation may upset the two-year streamlining of the industry's trade association.

As a result, NAB's functions will enter the charting stage once more when two board committees—Structure and Finance—meet next week (Jan. 23-24). The board committees will take up the recommendations of three membership committees that met last Monday and Tuesday in Washington.

The three membership groups—Radio, Television and Broadcast Advertising Committees—met under a board directive asking for their ideas on what place BAB should take in the association's management setup. The committees met separately and jointly as well as formally and informally, finally coming up with three resolutions that tossed the whole streamlining job back into the board's lap.

Though the committees decided not to make public their joint findings, it was obvious they felt that BAB has wide membership support and that the new NAB division-department chart hasn't worked out as originally conceived.

Considerable hair was let down during the two-day conference, and frank criticism of many association operations was expressed.

In essence, the tri-committee recommendation:

- Reduces the Radio and Television Divisions to the same status as the six basic departments.
- Breaks up the secretary-treasurer office and proposes a secretary-field director as well as a treasurer-general manager.
- Puts the delegation of duties in the president's hands, where it has rested all along minus a BAB-division policy.
- Makes it very plain that BAB is to be left free to do its

(Continued on page 44)

LANGER BILL

Wets, Drys Heard on Proposed Liquor Ad Ban

By JOHN OSBON

A SIZABLE portion of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising stood in jeopardy last week as "dry" and and "wet" groups marshaled their forces for hearings before the Senate Interstate & Foreign Commerce Committee on the explosive Langer liquor bill.

The committee, headed by Sen. Ed C. Johnson (D-Col.), had heard pretty much the same temperance cry before—in 1947 and 1948—on legislation precisely identical to the measure (S 1847) authored last April by Sen. William Langer (R-N. D.) and designed to outlaw liquor advertising in all media engaged in interstate commerce. It would not outlaw local or state advertising, however.

With an advance registration of nearly 100, the committee dutifully heard "dry" testimony all Thursday and part of Friday, with opponents then speaking out against proposed legislation which most industry authorities feel is discriminatory to all media.

Observers and authorities—among them, legislators—feel the bill (or its companion piece in the House, HR 2428) has little chance for passage in its present form. And after hearings last Thursday and Friday—and slated for Saturday if necessary—many felt they had seen another "dry run" on Capitol Hill.

Opposition Views

Carrying the fight against the measure, which would ban beer, ale and wine as well as liquor advertising, were spokesmen of Assn. of National Advertisers, Advertising Federation of America, the American Assn. of Advertising Agencies, and various distillers, breweries, etc. No representatives of the radio industry registered in advance to testify.

But FCC, which has been prodded by Sen. Johnson to take action, noted again in a fresh statement for the record that while S 1847 would not amend the Communications Act, "adherence by station licensees to the provisions . . . would be a factor to be considered in determining their qualifications to be licensees of radio broadcast stations."

FCC Chairman Wayne Coy's letter to Sen. Johnson, dated last Monday, reiterated that the bill presents questions of "national policy" and the Commission did not care to comment on its merit. Comr. Paul Walker, however, desired to go on record as favoring enactment of the legislation, Mr. Coy added.

The AAAA's, through Vice President Richard L. Scheidker, called the bill "discriminatory" and asserted that a "dangerous and unwise precedent would be established, equal in possible effect to the abolition of such . . . . . advertising altogether."

Officials of the Distilled Spirits Institute warned that the Langer bill threatens "free competition in American business" and branded it as "an opening wedge for the return of prohibition."

Heard Testimony

Sitting in one time or another during the hearings were Sens. Charles Tobey (R-N. H.), Ernest McFarland (D-Ariz.), John Bricker (R-Ohio), Warren Magnuson (D-Wash.), Brien McMahon (D-Conn.), Owen Brewster (R-Me.), and other committee members.

At the opening session Sen. Johnson inserted into the record letters from various government departments and agencies, most of whom declined to comment on the merits of the bill [BROADCASTING, Jan. 2]. Petitions received by Sen. Irving M. Ives (R-N.Y.) and Sen. Hugh Butler (R- Neb.), who testified personally Thursday, also were inserted.

Sen. Langer, the initial witness, said that a majority of people he contacted "overwhelmingly" favored his bill and were strongly opposed to telecasts of liquor advertisements. Over 1,500 telegrams and petitions have been received by senators, he added.

Sen. Langer drew support in a statement from former Kansas Sen. Arthur Capper, who spearheaded similar movements in the 79th and 80th Congress and is owner of WIBW Topeka and KCKN Kansas City, Kans. Mr. Capper said stations and other media should be prohibited from carrying such ads "in the interest of decency, morals and health," and expressed hope for passage of the bill and "vigorous" enforcement by the proper federal agencies.

Official spokesman for the "drys" was Bishop Wilbur Hammaker of the Methodist Church, who also testified during the 1947 and 1948 hearings. After denying the constitutionality of the Langer bill and favoring a ban on liquor advertising (not on liquor itself, he said), he paraded a host of witnesses, including Sam Morris, San Antonio minister, temperance league official and conductor of the *Voice of Temperance* program.

Rev. Morris told the committee it is "unfair, even Un-American," for networks and stations to sell "choice" time to beer and wine advertisers in dry areas, then refuse temperance groups equally choice time. He said appeals to NAB and FCC brought no results, and that the Langer bill would not ban intrastate ads.

But FCC previously had ruled, in fact, on a similar complaint by Mr. Morris involving KRLD Dallas in 1945 when he asked the Commission to refuse KRLD's license renewal. FCC denied the request in 1946, ruling that such advertising can raise "substantial issues of public importance," presumably those covering programming balance.

Temperance League of America, of which Mr. Morris is an officer, also sought to have WHAS Louisville's renewal refused last year on similar grounds [BROADCASTING, Oct. 17, 1949].

Other "dry" area stations following a policy of refusing time to temperance groups, he said, include WLW and WCKY Cincinnati, WSB Atlanta, WWL New Orleans, WBAP-WFAA Fort Worth-Dallas, WOAI San Antonio and WGN Chicago—most of which he cited in previous testimony of 1947 and 1948.

JOHNSON

Suggests FCC Policy at FCBA Dinner

SEN. ED C. JOHNSON (D-Col.), FCC's chief spur on Capitol Hill, laid out his recommendations for Commission policy action Thursday night at the annual dinner of the Federal Communications Bar Assn.

With all seven Commissioners in the audience of some 325 FCBA members and guests, including a half-dozen members of the Senate Interstate and Foreign Commerce Committee which he heads, Sen. Johnson recommended that FCC:

- Break down the clear channels; leave the question of power above 50 kw to Congress.
- Review the network regulations "in the light of changing conditions."
- "Quickly" promulgate "broad and sufficiently general standards for color television."
- Simultaneously, approve commercial standards for TV in the UHF and then—but not before—lift the current VHF licensing freeze.
- Speed its own action on broadcast applications, "overhaul" rules, revise procedures, dispense with "some antiquated and unnecessary functions" and do more in the "purely scientific and technical fields."

Sen. Johnson also recommended that the U. S. "ought to give serious consideration to the sensible proposal to assist Cuba and the whole Caribbean area in converting their local radio from AM to FM" [CLOSED CIRCUIT, Nov. 7].

Without calling names, he attacked Cuba's channel demands on the U. S. in the recent NARBA negotiations by saying: "I do not condone for one moment any attempt by any nation to hold a pistol to our heads, and least of all by one whose entire economy depends on our friendly cooperation."

Color Decision

He anticipated an FCC decision favoring standardization of color television: "I am confident that [the Condon Committee's] report will fortify and bolster the Commission's decision that we are ready for color television now." He referred to a Bureau of Standards committee, under Director Edward U. Condon, which is studying color for a report to his Senate commerce committee.

The dinner at which Sen. Johnson spoke, held at the Mayflower Hotel in Washington, followed an

(Continued on page 73)

Drawn for BROADCASTING by Sid Hix

"Remember saying at the wrestling broadcast last night, 'I could throw both those bums myself'?"

XUM

NBC'S NEW LINE-UP

Norton Named V. P. for Administration

NBC LAST WEEK picked a top food merchant and one-time agency man to fill a new staff-level post as vice president for administration.

Victor T. Norton, president of American Home Foods Inc. since 1947 and former executive of Kenyon & Eckhardt, was appointed to the newly created NBC job. Placed under his direction were several administrative functions, all headed by veteran NBC executives.

Reporting to Mr. Norton will be John H. MacDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, who has been officially announced as vice president in charge of integrated services; Ernest de la Ossa, director of personnel and newly named head of labor relations, and Hugh M. Beville, director of plans and research.

Yet to be named to the top hierarchy of the NBC organization as proposed in the celebrated Booz, Allen & Hamilton plan are a chief of the radio network and a staff-level chief of public relations. These are believed to be the only principal jobs left unfilled in the new design.

At the time he announced the appointment of Mr. Norton to be vice president in charge of administration, Joseph H. McConnell, NBC president, also distributed a staff memorandum relating in detail the new personnel assignments as made to date in the network's reorganization.

Gaines Named

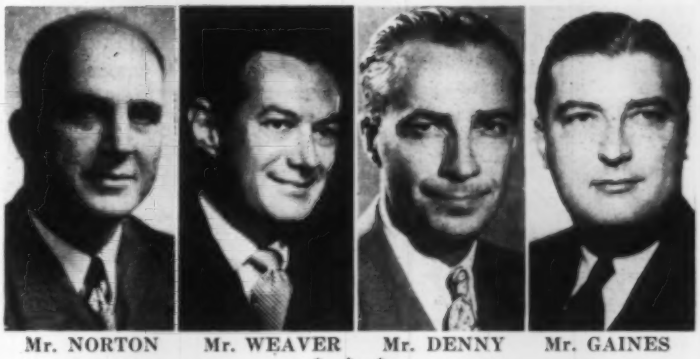
Most of the reassignments have already been reported by BROADCASTING. One that had been subject to speculation, however, was settled by Mr. McConnell's report. James M. Gaines got the job of director of owned-and-operated stations—the third of three principal operating divisions into which the company is being split.

Mr. Gaines held the same title under the former organization of the network, but his appointment to head the newly separated stations division was regarded as a promotion. Reporting to him will be the managements of all NBC owned-and-operated stations save one. Sidney N. Strotz, NBC vice president in charge of the Western Division and head of KNBH (TV) Los Angeles, an NBC owned station, will report directly to Charles R. Denny, executive vice president.

Mr. Norton, the new vice president for administration, began his business career in 1927 as a salesman for the Jewel Tea Co., at Barrington, Ill. He rose in that company to assistant to the president. In 1938 he joined the Cudahy Packing Co., Chicago. With that company he was successively general sales manager, vice president in charge of sales and merchandising, and then in charge of the manufacture and distribution of the packing house, dairy and poultry products as well as in charge of advertising, public relations and research.

He joined Kenyon & Eckhardt in 1945 as merchandising consultant in New York. Later he became vice president in charge of the agency's Chicago office and afterward returned to New York as a member of the plans board.

He joined American Home Foods Inc. in 1947 as executive vice president and before the end of the year became president.



Mr. NORTON Mr. WEAVER Mr. DENNY Mr. GAINES

* * *

McConnell's Memo

The full text of Mr. McConnell's memorandum to the staff, which serves as a full outline of personnel assignments under the reorganization follows:

"In the recent past I have had the opportunity of discussing with most of you our plans for realigning the NBC organization so that we can conduct our expanding business with maximum efficiency and give you increased opportunities to put your talents and capabilities to the best use. To do this, we have surveyed the principal activities of our company and have grouped the operations which naturally belong together into functional units.

"A number of new positions have been created, making possible many promotions from within the company and enabling us to strengthen the organization by bringing into it new executives and personnel. We have made substantial progress, and in this report I would like to summarize what we have done to date.

"The new structure of our organization includes three principal operating divisions: One for the radio network, one for the television network, and one for the owned-and-operated stations. Insofar as possible, each of these activities is to be administered as a separate business and each of the three divisions will have under it all of the elements essential to its efficient operation. To do this, operating activities in the accounting, engineering and research departments are being decentralized and associated directly with the operating divisions they serve.

"Pending the appointment of an executive in overall charge of the radio network organization, Charles R. Denny, executive vice president, is directly heading this division in addition to his other duties. Sylvester L. (Pat) Weaver is vice president in charge of the television network organization, and James M. Gaines is director of O & O stations. William S. Hedges, vice president, is in charge of integrated services, which include various operating activities serving the company as a whole.

"In addition to these principal operating activities, there are a number of staff units which assist the company's management in planning the overall conduct of our business. These include company-wide financial planning under John H. MacDonald, vice president in charge of finance; legal activities under Gustav B. Margraf, vice president and general attorney; engineering planning and development under O. B. Hanson, vice president and chief engineer; and personnel and labor relations under Ernest de la Ossa, director of personnel; a staff research unit under Hugh M. Beville, director of plans and research; and press under Sydney H. Eiges, vice president in charge of press and publicity, to whom the information department has also been assigned.

"A new top executive position has been created in the company—that of vice president for administration—under which a number of staff and operating functions will be grouped. I am very pleased to announce the appointment to this position of Victor T. Norton, who is joining NBC after serving for the past several years as president of American Home Foods Inc.

"Reporting to Mr. Norton are

(Continued on page 42)

GAG RULE SNIPPED

SCOTUS Refuses Review

THE generally accepted American standard of free speech in reporting crime news now is established in the state of Maryland as a result of a decision last Monday by the U. S. Supreme Court in the "'Baltimore Gag" case.

Invalidating of the Baltimore court principle that broadcasters and newspapers are in contempt for broadcasting and publishing news about an indicted criminal received the highest court's blessing when it refused to review a June 1949 decision by the Maryland Court of Appeals.

The state court had reversed a decision by the Criminal Court of Baltimore, which had held three Baltimore stations and a commentator guilty of contempt [BROADCASTING, June 13, 1949]. Stations affected were WCBM, WFBR and WITH Baltimore along with James P. Connolly, former news editor of WITH.

Two days after the decision, the Maryland Court of Appeals cleared WBAL Baltimore of similar contempt charges. WBAL had followed a separate course in its appeal. Chief Judge Ogle Marbury, of the state court, issued a brief order freeing WBAL. The WBAL case had never been argued before the state tribunal. Judge Marbury's order merely said that the case was reversed for reasons outlined in the earlier decision reversing the lower court.

Miller Hails Action

Judge Justin Miller, NAB president, hailed the U. S. Supreme Court's action as "one more step in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the reporting of news.

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of the people of our country for the protection of rights guaranteed to them under the First Amendment."

Judge Miller explained that the Baltimore contempt rule was based on the English philosophy of government abridgement of speech and press, which was repudiated by the U. S. Constitution.

The U. S. Supreme Court issued no opinion in refusing to pass on the merits of the Maryland rules

(Continued on page 45)

Ford Uses a Novel Twist in Selling

By JIM GALLAGHER

THE FORD MOTOR Co., which has been out of AM network radio all this season, has returned with a new idea in media purchasing that implies a possible revolution in time purchasing.

Through its agency, the Detroit office of J. Walter Thompson Co., Ford bought eight CBS sustaining shows and 12 of Mutual's sustainers, for the month of January only.

Mr. SPADEA

Thus, for the first time, with the exception of special events, the auto firm bought proven package shows without having to tie itself up to a long term contract. The entertainment is of every type, ranging from news broadcasts to variety shows, subsequently both the agency and the sponsor expect they will be able to bracket all segments of the population with their sales message.

These placements on AM plus sponsorship on TV, cost the Ford Co. an estimated half million dollars.

Mr. STROUSE

Origination of the plan stems from the Detroit office of the Thompson agency, where Norman H. Strouse is vice president in charge. Working originally with CBS, the agency was aided in its negotiations by Joseph R. Spadea, manager of the CBS Detroit office. In charge of Ford approval was Gordon C. Eldredge, advertising manager of the Ford Div. of the Ford Motor Co.

Mr. ELDREDGE

Debunks Rumor On Ford Network Radio

A spokesman for the agency scotched the rumor prevalent last fall that Ford had given up on network radio as a selling aid, saying:

"There is no feeling that we don't want network radio, and we don't think that it is either dead or dying. We are only trying to get away from the long term commitment that network radio obligated us to in the past. It was not flexible enough for us, compared to other media, in view of the unique selling job that lies ahead of us, and the variation in selling effort we have to put forth at different times. If we could look to the networks for circulation, just as we do other media, and pick and choose our time and place for our effort, we would be glad to buy the commercial content of these shows."

All of the officials involved in the arrangement expressed confidence in Ford's new approach.

Underlining the desire of automotive people for "productive circulation and something new to give impact and balance to their sales and advertising campaigns over short periods," Mr. Spadea said:

"Aside from my conviction that the use of these sustaining programs would afford the automotive industry greater coverage at lower cost, I believed that their sponsorship, as well as the financial return to CBS, would aid in their promotion for future long term sale." Mr. Spadea added that the programs "are delivering net circulation of 3,500,000 and 4 million radio homes . . . much larger than (the delivery) of the more costly publications."

Nelson Sees Idea As Stimulating

Linnea Nelson, chief timebuyer of J. Walter Thompson, said:

"I have participated in many new things over the years, but this is a single 'first' that has been the most exciting and stimulating thing to date. This campaign seems advantageous to both parties—the networks who've been putting on good sustaining shows and the Ford Motor Co. which can use them on this basis.

"With all of us working on the one time purchase of many network shows following immediately on the heels of the Ford new car spot announcements—and now television network and spot purchases as well as more radio spots—we can only say with deepest appreciation a great big 'thank you' to the stations and the networks. The use of radio and television broadcasting in such a big way is bound to produce results."

Cites Flexibility Advantage to Advertiser

Noting that the Ford company cannot predict to what degree the innovation will change the buying and selling pattern of network radio, Mr. Eldredge said: "We do know that it presents a greater flexibility for the advertiser. It's roughly equivalent to buying pages in publications for specified dates of issue and hence it permits closer timing with an overall advertising campaign. It would seem to be an advantage to networks, too, as it brings some measure of return on their investment in the development and maintenance of fine sustaining programs."

It seemed especially important to Ford this year to make a major effort in January, for the 1950 Ford had been out only a month when the holidays began, making necessary a slackening of promotional and sales activities. The firm wanted to come back heavily to make up for this inactivity, and also to compensate for the new

What Ford Placed in This All-Out Drive

ON RADIO

Date	Network	Time	Program
Jan. 4	Mutual	8:00-8:30	Can You Top This
Jan. 4	CBS	10:30-11:00	Lum & Abner
Jan. 6	Mutual	10:00-10:15	Mutual Newsreel
Jan. 6	CBS	10:00-10:30	Pursuit
Jan. 7	Mutual	7:00-7:30	Hawaii Calls
Jan. 7	CBS	8:30-9:00	Philip Marlowe
Jan. 8	Mutual	7:30-8:00	The Saint
Jan. 8	CBS	10:30-11:00	CBS Dance Orchestra
Jan. 9	Mutual	8:30-8:55	Adventures of Peter Salem
Jan. 9	Mutual	9:30-10:00	Crime Fighters
Jan. 10	Mutual	9:30-10:00	Mysterious Traveler
Jan. 11	CBS	10:30-11:00	Lum & Abner
Jan. 13	CBS	9:30-10:00	Young Love
Jan. 13	Mutual	10:00-10:15	Mutual Newsreel
Jan. 14	Mutual	7:00-7:30	Hawaii Calls
Jan. 15	CBS	10:30-11:00	CBS Dance Orchestra
Jan. 16	Mutual	7:45-8:00	I Love a Mystery
Jan. 16	Mutual	10:30-11:00	Mutual Dance Orchestra
Jan. 17	Mutual	8:30-8:55	Official Detective
Jan. 17	CBS	9:30-10:00	Escape

ON TELEVISION

Date	Network	Time	Program
Jan. 20	DuMont	8:00-8:30	Hands & Murder
Jan. 20	NBC	8:00-8:30	One Man's Family
Jan. 22	NBC	7:00-7:30	Leave It To the Girls
Jan. 22	ABC	5:30-6:00	Super Circus
Jan. 25	CBS	8:00-8:30	Front Page
Jan. 27	DuMont	8:00-8:30	Hands & Murder
Jan. 27	NBC	8:00-8:30	One Man's Family
Jan. 29	NBC	7:00-7:30	Leave It To the Girls
Jan. 29	ABC	5:30-6:00	Super Circus
Feb. 2	CBS	8:00-8:30	Front Page

XUM

Company Buys Sustainers Wholesale in Concentrated Drive

car announcements of many of the competing manufacturers. Ford wanted a 30-day promotion, and through the cooperation of CBS and J. Walter Thompson, the new plan was evolved.

A budget was set up for full availabilities, but previous commitments and local shows made that an impossibility. However, JWT pointed out that with 173 CBS stations involved, and 470 from Mutual, the Ford programs had realized 78% of the CBS possibilities and 77% of Mutual's. Another statistic bearing out the success of the buy was that 90% of all stations involved carry five or more of the shows, and that *every single station carries at least one.*

Prompt Action Marked Ford Decision

In answer to a query as to how quickly a program like this could be organized and put into action, the agency said: "We were in our first program just one week after the idea was cleared."

Three commercial breaks are used in the shows which are of half-hour duration, with the listener urged to "listen to a message from your local Ford dealer."

Reaction from the far-flung Ford dealer organization was instantaneous and enthusiastic. A Thompson field man in Des Moines, after a quick survey of dealer opinion, said: "I can honestly say that there has never been an advertising campaign that has created as much enthusiasm as our present radio network campaign on CBS and MBS."

Success on AM Patterns Video

The success of the AM buy came so quickly that Ford was able to apply the same idea to TV, where the firm already was sponsoring the Kay Kyser show on a long term basis. Ford has bought the commercial rights to 10 sustaining TV shows on the four major networks between Jan. 20 and Feb. 2.

Ford emphasized that this does not imply any lack of confidence in the Kay Kyser show, characterizing it as "our main effort" and pointing out that the first show had hit a 40.8 rating, placing it in the top 10 TV programs for that week.

Ford has no fears that the long term purchase of any of these sustaining shows by other sponsors will put a crimp in its plans, for the firm says if it does the same thing in February, as now seems likely, the company will put together a package from the best availabilities that prevail at the time. In addition to CBS and MBS, Ford now has availabilities from NBC, and the purchase of NBC-TV time presages the possibility that the network would be interested in this program on AM.

Both the agency and the networks emphasized that there was no cut rate involved, with full time and talent charges being paid at the rate offered to all sponsors, the only difference being in the term of the contract. It was felt to be a mutually advantageous arrangement, with the Ford company getting the extra promotion for the exact time it needed, and the networks getting revenue from programs that up to now had been conceived and broadcast at terrific costs.

That there was a danger this practice might spread to many other advertisers was conceded. Also admitted was possibility that some shows now sold for long terms might be demanded on a shorter basis. However, the principals were quick to point out that Ford had a sales problem that was not faced by many advertisers who could profitably use every week of the year to plug their product.

Versatility Factor Is Significant

The new plan was thought even more significant in view of the recent increase in network ownership of top ranking shows. The possibility of such shows being sold to several sponsors over a year's time was seen, rather than on a longer term contract for the same account. Then it would be the networks' problem to build up the shows' circulation, with sales departments selling them on a best available basis, just as in the case of spots today.

* * *

TOP FLIGHT programs utilized by the Ford Motor Co. in its current drive include:

LEFT PHOTO—ABC-TV *Super Circus*, whose stars include Cliff Soubier, the clown, and Bandleader Mary Hartline;

LOWER LEFT: CBS-TV's *The Front Page*, which cast includes John Daly (standing), Mark Roberts and Peggy Shaw in the top roles.

LOWER RIGHT: NBC-TV's *Leave It to the Girls*, moderated by Maggi McNellis (standing). She is shown with Kitty Carlisle (l) and Binnie Barnes.

TOP RIGHT: Mutual's *The Saint*, which casts Vincent Price in the title role supported by Betty Lou Gerson.

'TOP PERFORMER'

Ford To Sponsor Broadcast

A HALF-HOUR broadcast direct from *Sport* magazine's second annual "Top Performer" dinner at New York's Hotel Astor, Thursday, Jan. 19, will be sponsored by the Ford Dealers of America on MBS.

During the 9:30-10 p.m. (EST) airing, Sportscaster Bill Slater will describe to listeners the pre-award ceremonies. Climax of the dinner will be presentation of the "Athlete of the Year" award to Tommy Henrich, Yankee baseball star. Twelve other athletes also will be cited.

"Top Performers" are chosen by a board of 11 radio and newspaper critics. *Sport's* consulting editor, Grantland Rice, is chairman of the board. Among guests from the sports world who will attend the dinner are Branch Rickey, Sid Luckman, Doak Walker, Greg Rice, Willie Hoppe, Lou Boudreau, Buddy O'Connor and Gene Sarazen.

TRAFFICKING

FCC Would Tighten Forfeiture Rules

IN A MOVE against "trafficking in frequencies," FCC last Thursday proposed new rules which would automatically forfeit the construction permit for any station which is sold before program tests commence.

Only exceptions would be (1) so-called "pro forma" transfers and assignments which do not affect control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner. However, an authorized but uncompleted television station could not be sold in a package with a licensed AM or FM station.

FCC's proposal would extend to construction permits for changes in facilities of a licensed station. If the authorized but unfinished changes were "minor," FCC said, transfer would be approved; if "major," it would not.

The "facts of every case" would determine what is major or minor, FCC reported. It added that a change in transmitter location would be considered "minor," while a change from daytime local to full-time regional would be "major." A change from Class A to Class B rating for an FM station, or from community to metropolitan classification in the case of TV, would be considered a "major" modification.

FCC also proposed to keep a close watch for signs of trafficking in transfers occurring just after a station has gone on program tests.

The proposed rules were issued on a 4-2 vote, Comrs. Rosel H. Hyde and Robert F. Jones dissenting and Comr. Frieda B. Hennock not participating.

Hyde, Jones Dissent

Comrs. Hyde and Jones, in a dissenting opinion by Mr. Hyde, contended the Communications Act's requirement that transfers be approved by FCC assures the Commission of opportunity to "deal with any question of trafficking" when it passes upon particular applications.

They charged the proposed rules "are inconsistent with the policy of the Communications Act and the procedures contemplated by the provisions of the Act," particularly the section dealing with construction permits. Further, they observed:

Under the proposed rule, a permittee would stand to lose substantially his entire investment if for any reason it becomes impossible or inadvisable for him to complete construction under a permit. Good faith, unforeseen conditions and happenings, no matter how onerous, would be no basis for relief. This is not, in our opinion, a regulation which would operate to encourage the larger and more effective use of radio through private enterprise.

FCC authorities estimated unoffically that in the last six months there had been four or five applications for transfer of stations not then on the air.

It was felt that the rules were proposed as a means of serving notice on the entire industry, rather than calling for hearings on specific, and perhaps isolated, cases.

FCC invited comments for or against the proposal until Feb. 17 and said oral argument would then be scheduled if the comments warrant it.

Substantial opposition is expected to develop, to a great extent along lines cited by Comrs. Hyde and Jones: That is, that the rule would be unfair to permittees having legitimate and urgent reasons for selling, and that in actual trafficking cases FCC can act on a case-to-case basis.

Proposal Basis

FCC said it based its proposal on "the policy of the Communications Act that frequencies for the operation of a broadcast station are to be issued to persons who will operate such stations in the public interest and not for the purpose of permitting such persons to transfer the license to another person."

The notice said that completion deadlines specified on a construction permit are designed "to insure that the frequency shall be utilized with dispatch and that the permittee be not allowed to commence that use at such time as he deems proper." The notice continued:

Similarly the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and apply for a license to cover that construction, as is the case where the permitee enters into a contract to assign or transfer that permit prior to the time the station enters on program tests.

The proposed new rules are identical for AM, FM, and TV with two exceptions: (1) the footnote appearing in the AM and FM rules to permit transfer of an AM or FM permit in a package with its FM or AM affiliate is omitted in the television rules; (2) different illustrations of "major modifications" are given for AM, FM, and TV.

Following is the text of the AM proposal (Rules Section 1.314), with editor's notes indicating points of departure in the FM (Sec. 3.215) and TV (Sec. 3.615) versions:

A construction permit shall be automatically forfeited if a contract for the assignment of the permit or transfer of control of the permittee corporation shall have been entered into by the permittee or if an option shall have been given by the permittee for such assignment or transfer prior to the time the station has actually commenced program tests in accordance with the applicable Commission Rules concerning such tests; provided, however, that this paragraph shall not apply to contracts or options relative to the pro forma **assignments or transfers outlined in Section 1.321(b) of the Commission's Rules.[1]**

The Commission will carefully scrutinize contracts or options, entered into within a short period after commencement of program tests, in order to determine whether the per-

(Continued on page 73)

FCC Actions

NEW AM station at Springfield, Ill., was granted by FCC last week and improved facilities were authorized for four existing stations, including approval to KNEW Spokane, Wash., for switch from 1430 kc to 790 kc, using 5 kw directional. Authorizations for one AM outlet and two FM stations were deleted, for first in 1950. Three station transfers were approved. Details of these and other FCC actions may be found in FCC ROUNDUP on page 72 and ACTIONS OF THE FCC beginning on page 66.

'49 BILLINGS

Networks Near $188 Million

TOTAL billings for the four major radio networks in 1949 were $187,830,799, a decrease of 5.6% below the total for 1948, according to computations released last week.

By networks, total gross billings were:

ABC	$42,342,225
CBS	$63,403,583
MBS	$18,071,695
NBC	$64,013,296

The ABC and Mutual figures were compiled by the networks themselves. Figures for CBS and NBC were estimates by Publishers Information Bureau.

The $187,830,799 total gross billings figures calculated last week were at only slight variance with BROADCASTING's own estimates of $188,000,000 of total network gross business published in its issue of Dec. 26, 1949.

The 1949 total billings represented a decrease of $11,164,843 below the $198,995,642 all-time record volume in 1948.

Neither CBS nor NBC releases billings. Those released by ABC and Mutual follow.

American Broadcasting Co.

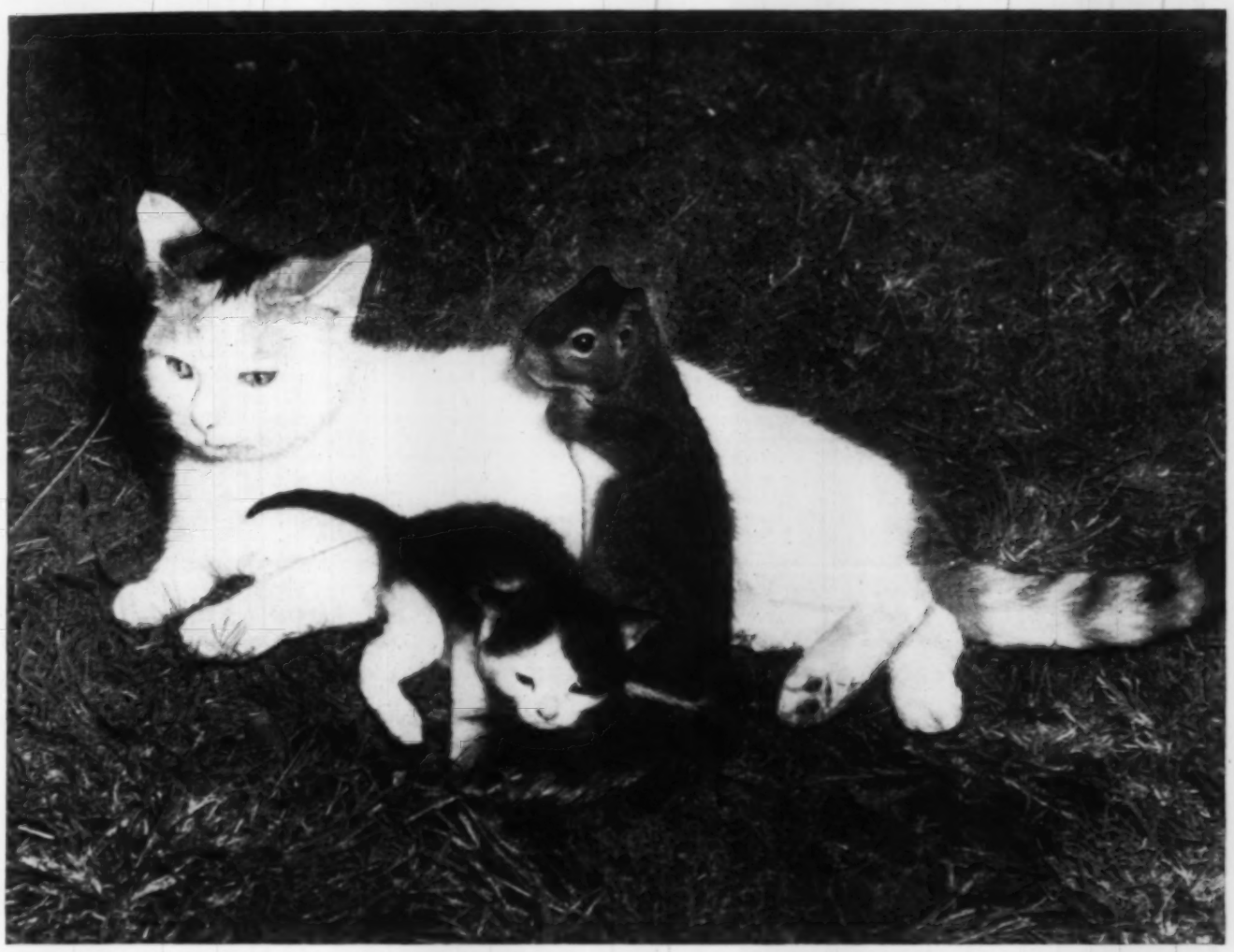
Gross AM Billings by Months

Month	1949	1948
January	$4,067,907	$3,989,001
February	3,845,610	3,792,256
March	4,238,780	4,076,207
April	3,893,736	3,997,640
May	4,030,915	4,045,384
June	3,387,939	3,488,474
July	2,788,103	2,793,180
August	2,544,141	2,787,805
September	3,076,900	3,164,857
October	3,404,713	4,279,369
November	3,406,989	3,908,034
December	3,656,492	3,981,169
Total	$42,342,225	$44,303,376

By Advertisers

General Mills, Inc.	$4,805,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,448
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,054,016
Philco Corporation	1,964,929
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,414
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,456
Appliance and Merchandise Department of The General Electric Company	977,168
Equitable Life Assurance Society of the U.S.	909,025
Westinghouse Electric Corporation	904,137
The Norwich Pharmacal Co.	809,838
Association of American Railroads	776,344
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
United States Steel Corporation of Delaware	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,494
General Motors Corporation	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	584,620
Seeman Brothers, Inc.	537,160
Speidel Co.	519,469
Nash-Kelvinator Corporation	492,976
The Goodyear Tire & Rubber Company, Inc.	436,736
The Frank H. Lee Company	428,351
Philip Morris & Co., Ltd., Inc.	407,425
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd.	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	344,384
Richfield Oil Corp.	324,724
The Christian Science Publishing Society	324,448
Elgin-American Division of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,954
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation	195,006
William H. Wise & Co., Inc.	160,587
The Drackett Co.	146,971
Club Aluminum Products Company	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company	134,154
Servel, Incorporated	130,544
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League	105,722
Petri Wine Company	101,943
Radio Offers Company	85,485
Farnsworth Television & Radio Corp.	74,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Association	48,757
Langendorf United Bakeries, Inc.	44,160
The Anahist Co.	41,400
Richfield Oil Corp of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods, Co.	27,806
Doubleday & Company, Inc.	24,995
Stanley Home Products, Inc.	24,909
Beauty Factors, Inc.	24,704
Politicals	24,428
Greystone Press	23,992
Pacific Greyhound Lines	21,160
California Medical Association	20,596
Whitehall Pharmacal Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated	14,030

(Continued on page 39)



MOTHER LOVE

This cat not only takes care of her own kittens, but she's adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there's a radio station that goes all out for its advertisers. It's W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H regularly provides its advertisers with more *home* listeners-per-dollar than any other station in town. And, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H.

That means low-cost results. That means that *small* appropriations accomplish *big* results on W-I-T-H. Call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

FCC BUDGET

President Asks 2.7% Increase

FCC is slated to receive a slight increase in appropriations for fiscal 1951—primarily for additional television research and equipment—if Congress approves budget recommendations submitted by President Truman last week.

In the new proposed budget report to the 81st Congress Monday, the Commission was tabbed for $6,914,600—a 2.7% increase over 1950's total appropriation of $6,737,000.

The budget proposal seeks no specific appropriation for a general network investigation, in which the Commission repeatedly has expressed interest. Nor did FCC ask for such a fund, it was learned. It was not known whether the overall budget proposal, if approved by Congress, would permit a broad-scale probe in event FCC should choose to launch one.

The Budget Bureau described FCC's recommended appropriation as an increase of $177,600 over 1950. FCC officials, however, placed the actual boost more in the neighborhood of $75,000 or $80,000, allowing for recent pay increases and certain obligations carrying over.

State Dept.'s international information program, including Voice of America operations, also is slated for a slight increase, covering expenses for intensified Voice programming. Voice is slated to receive over $11,500,000.

'Voice' Budget

President Truman urged $36,645,000 for fiscal 1951 compared to $47,300,000 actually allocated at present for international information and educational exchange activities. Latter sum, however, included a deficiency outlay of $1,800,000 and a supplemental sum of $11,500,000, mostly for construction of new broadcasting facilities and equipment.

"Demand for assignment of frequencies, increased by development of new uses of radio, requires the Commission to engage in technical research to make sure the public receives the best possible utilization of the available radio spectrum," the President pointed out, citing the need for additional television research and equipment.

"The Commission has had to impose a 'freeze' on television applications until certain technical problems are resolved and important basic work is performed," the President asserted. "The existing backlog of AM applications on hand should be reduced to normal by the close of 1951. The requested increase in this category is due to additional television activities."

The proposed budget would provide for a maximum of 1,375 permanent positions compared to 1949's 1,423 and entail salary expenditures of $5,854,841—or less than 1949's $5,867,918.

In urging $36,645,000 for the State Dept.'s information program, President Truman reminded that a substantial portion of the improved domestic and overseas radio transmitting facilities authorized by the 1950 supplemental will be in operation in 1951. Scheduled are an average of 35 hours of Voice programming per day in approximately 32 languages to a potential audience of 282 million persons.

Under President Truman's breakdown, $11,095,548 would be used for program expenses and $695,384 for establishment of still newer radio facilities.

President Truman called for additional funds to enable Federal Trade Commission to "expand its anti-monopoly legal case work to take care of the increased number of complaints of monopolistic practices received from the public."

FTC would be given $4,225,000 in fiscal 1951 compared to its initial 1950 appropriation of $3,650,000.

Toward the 17th decennial census the President proposed a 1951 appropriation of $29,750,000. It was pointed out the census will cost approximately $92,000,000, of which $52,761,000 has already been appropriated. Included in the census will be tabulations of AM and TV receivers.

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

	1949 Actual	1950 Estimate	1951 Estimate
1. Common carrier activities	$ 930,694	$ 863,550	$ 867,267
2. Applied technical research and frequency allocation	372,229	383,023	398,199
3. Field engineering and monitoring	2,512,070	2,408,203	2,423,184
4. Safety and special services	691,779	722,557	743,277
5. Broadcast activities	1,196,936	1,181,688	1,224,276
6. Program supervision and general administration	1,007,551	1,015,739	1,036,797
7. Pay increases	.....	141,700	212,000
Total Obligations	$6,711,259	$6,716,460	$6,905,000

Coy To Testify

FCC CHAIRMAN Wayne Coy and other top-ranking members of the Commission are scheduled to appear before a House Appropriations subcommittee early this week to testify on the Commission's fiscal 1951 budget.

SPAC MEET

NBC Group Honors Trammell

A RESOLUTION expressing "heartfelt appreciation" to Niles Trammell, NBC board chairman, was passed last Thursday at a one-day combined meeting of NBC's 1949 and 1950 Stations Planning and Advisory Committees.

The meeting, headed by Clair McCollough of the Mason-Dixon Group, and newly-elected chairman of SPAC, unanimously passed the following resolution:

"Whereas during the year 1949 the National Broadcasting Co. has done such an outstanding sales job; and

"Whereas we are convinced, beyond doubt, that such a job could only have been possible under exceptional leadership,

"Now therefore be it resolved that the combined Stations Planning and Advisory Committee of 1949-1950, in behalf of the stations of the network, which it represents, does go on record as expressing to Niles Trammell, 'Mr. Radio' himself, heartfelt appreciation for this enviable achievement;

"And further does extend to Mr. Trammell our congratulations on his well-earned promotion to chairman of the board of NBC;

"And does pledge to him and his capable staff our continuing wholehearted support."

Mr. Trammell welcomed the group at the morning session, which was told of the company's reorganization by President Joseph H. McConnell. Charles R. Denny, executive vice president, presided. Also discussed were sales prospects, with Walter Scott, eastern sales manager, speaking in the absence because of illness of Harry C. Kopf, vice president in charge of radio sales; program plans, discussed by Thomas McCray, national radio program director, and promotion activities, with Charles P. Hammond, vice president in charge of advertising and promotion, speaking.

A sub-committee was appointed to select a date and site for the 1950 affiliates convention.

The afternoon session was devoted to television, with Sylvester L. Weaver, vice president in charge of the TV network, presiding. George H. Frey, director of TV sales, discussed sales prospects.

A dinner at New York's Hampshire House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Mr. McCollough, Harold Essex, WSJS Winston-Salem, N. C.; Milton Greenebaum, WSAM Saginaw, Mich.; Howard Pill, WSFA Montgomery, Ala., newly elected SPAC secretary; Walter Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Walter Wagstaff, KIDO Boise, Ida.; Ewing Kelly, KCRA Sacramento; John M. Outler, WSB-TV Atlanta, and John Murphy, WLWT (TV) Cincinnati.

Also attending the meeting were these members of the 1949 SPAC who were not re-elected:

Martin Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold Burke, WBAL-TV Baltimore; Wiley Harris, WJDX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

THESE broadcasters were among those attending the first meeting of NBC's 1950 Stations Planning and Advisory Committee in New York, Jan. 11. L to r: Sitting—Jack Harris, KPRC Houston; Clair McCollough, WGAL Lancaster, Pa., and Mason-Dixon Group; Howard Pill, WSFA Montgomery, Ala.; John M. Outler Jr., WSB-TV Atlanta; Standing—Ewing C. Kelly, KCRA Sacramento, Calif.; John Murphy, Crosley Broadcasting Inc.; Harold Essex, WSJS Winston-Salem, N. C.; Walter J. Damm, WTMJ Milwaukee; Milton Greenebaum, WSAM Saginaw, Mich., and Walter Wagstaff, KIDO Boise.

WDGY

Congratulates

SCHUNEMAN'S INCORPORATED

St. Paul, Minnesota

NATIONAL RETAIL DRY GOODS ASSOCIATION

GRAND AWARD WINNER

for

"PROGRAMS BEAMED TO A GENERAL FAMILY AUDIENCE"

(Schuneman's Inc., a St. Paul Department Store, won the grand award for its program "Red Rooster Hour" carried over Radio Station WDGY, Monday through Saturday, 7:30-8:30 A.M., 52 weeks.)

also Winner of

FIRST PRIZE

"In the $5,000,000 to $15,000,000 volume group stores for its program "Red Rooster Hour" carried over Radio Station WDGY."

WDGY salutes the National Retailers Dry Goods Association for honoring Schuneman's Inc. with its GRAND AWARD and First Prize. WDGY is proud to be associated with Schuneman's in producing this outstanding show and pledges its continued efforts to provide outstanding programming to the Twin Cities and Northwest Empire.

WDGY

50,000 watts (day)

25,000 watts (night)

1130 KC

MINNEAPOLIS-ST. PAUL

Mel Drake, Vice President & General Manager

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

NARBA SNAG

Clear-Channel Decision Now Urged by Cullum

FOR THE GOOD of U. S. broadcasting the FCC should decide the clear-channel case—now almost five years old—before undertaking any further NARBA negotiations.

This view was voiced last week in letters being sent to clients by A. Earl Cullum Jr., Dallas and Washington consulting radio engineer [CLOSED CIRCUIT, Jan. 9]. Mr. Cullum at one time reportedly was offered and rejected the post of chief engineer of the FCC.

"Regardless of individual views," he wrote, "we feel that the broadcasting industry in the U. S. would be much better off to have a clear-channel decision, even if it is not satisfactory to each and every broadcaster, than to have the clear-channel case drag on indefinitely."

He pointed out that the NARBA conference in Montreal, which recessed when the U. S. refused to accede to Cuban channel demands [BROADCASTING, Dec. 5, 12, 1949], is slated to resume in the U. S. April 1 after U.S.-Cuban conferences starting Feb. 1.

If FCC cannot issue a clear-channel decision by Feb. 1, he maintained, then the U. S.-Cuban meeting should be put off.

Mr. Cullum said the U. S. delegation at Montreal was "seriously handicapped by not having a definite decision in the clear-channel case, and it is not fair either to that delegation or to the broadcasting industry for the principles involved to remain unsettled." He asserted:

In giving consideration to the matter, you may wish to endeavor to get the clear-channel issues settled in a way that would be most favorable to your present and future broadcast activities, but we feel that your main effort might well be directed toward obtaining a general settlement for the welfare of the broadcasting industry as a whole, in order to help guard against the danger from foreign encroachment on broadcast channels used by the U. S.

Mr. Cullum pointed out that, aside from the demands of Cuba, the U. S. and other nations are yet to meet the requests of Mexico, which did not participate actively in the Montreal sessions.

Mr. Cullum

"The inference to be drawn," he said, "is that Mexico may plan to come in later with demands much like the Cuban demands so that between these two countries all U. S. channels would be dominated."

Mr. Cullum continued:

It appears that there is a definite danger involved for the U. S. delegation to participate in further conferences without getting the clear-channel issues decided. It is our feeling that the U. S. broadcasters, for their common good, should act through whatever channels are available to them to bring pressure to bear on Congress, on the FCC, and on the State Dept., for the issuance of a clear-channel decision. . . .

BAB ANALYSES

Laundry-Dry Cleaning Report

ANALYSES of the laundry and dry cleaning business, prepared as ammunition for the radio advertising salesman, have been released by BAB as the third in a monthly series of retail information folders. The reports point to ways radio advertising should fit into budgets of both laundry and dry cleaning plants.

The dry cleaning analysis shows that industry is spending less than 2.8% of gross sales on advertising, although its own association, National Institute of Cleaning & Dyeing, suggests 5% as a normal advertising expenditure.

Previous issues in BAB's series of retail releases have dealt with furniture dealers and jewelers. The February folder will be devoted to banks. The automotive industry will be scrutinized for the March release.

GEORGIA GROUP

Winter Meet Opens Tomorrow

EXECUTIVES representing more than 40 stations are slated to attend the winter meeting of the Georgia Assn. of Broadcasters Tuesday and Wednesday (Jan. 17-18) at the Hotel Dempsey, Macon.

Registration begins Tuesday at 3 p.m., after which a cocktail party will be given by Macon stations WBML WIBB WMAZ WNEX. The banquet at 7 p.m. will be addressed by McKibben Lane, general counsel of the Bibb Mfg. Co.

Business session will get underway Wednesday at 10 a.m. Ardel Nation, from Boys Estate, will tell of the work which radio did in the 1949 fund-raising drive. Scheduled business also includes a report on the 1950 Radio Institute, discussion of a libel law to protect radio newsmen and consideration of special forms for use in giving free time so that those benefited will know what is being given in dollars.

Philip D. Macarow

PHILIP DANIEL MACAROW, 53, vice president and director of McKim Adv. Ltd., Montreal, died at his home on Jan. 7. Joining McKim in 1936, he became a vice president of the agency in 1946.

RADIO STATION KFDA

Amarillo, Texas

5,000 watts ABC Affiliate

announces that effective January 1, 1950

it is exclusively represented by

THE BRANHAM COMPANY

CHICAGO NEW YORK DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

KFDA Primary Coverage Area

Population	490,092
Total Families	131,900
Radio Families	122,523
Retail Sales	$454,691,000
Effective Buying Income	$547,699,000

KFDA KFDA-FM

This is why

KRLD

Is your best buy

3 out of 5 FIRSTS AGAINST The FIELD

1st

MORNING WEEK DAY	*Monday Through Friday* **8 A.M. – 12 NOON**
EVENING WEEK DAY	*Monday Through Friday* **6 P.M.–10:30 P.M.**
SUNDAY AFTERNOON	**12 NOON to 6 P.M.**

(Hooper—OCTOBER and NOVEMBER)
FOR DALLAS

10 *out of* **10** *according to* **Nielsen's**
of the highest rated programs on the air are CBS Shows, according to Nielsens' survey—and all are on KRLD.

14 *out of* **15** Likewise, 14 out of the first 15 highest rated programs in the Neilsens' survey are CBS Shows being aired regularly over KRLD.

Only Full Time CBS Station in North TEXAS

KRLD T-V

Covers Dallas and Fort Worth area completely with exclusive CBS TV shows, plus outstanding studio productions. Now over 30,000 TV receivers in the Dallas-Fort Worth area, and rapidly expanding.

Channel 4

KRLD

50,000 WATTS

THE BRANHAM CO., *Exclusive Representatives*

THE COLUMBIA STATION FOR DALLAS and FT. WORTH

SET PRODUCTION

'50 Outlook Promising

Mr. COSGROVE

By R. C. COSGROVE
President, Radio Mfrs. Assn.

THE radio-television industry in 1949 fully justified the label of America's "fastest growing industry" by establishing new records in production and sales. Only during wartime did its rate of production, as measured in dollars, surpass that of 1949. And the outlook for 1950 is even more promising.

RMA statistics, projected for the entire industry, indicate that about 2,750,000 television receivers and more than 10 million radios were manufactured in 1949 and that total manufacturers set sales exceeded $800 million. Television set sales at the retail level in 1949 probably will total between $825 million and $850 million alone, not counting installation and servicing charges, and radio sales will bring the figure to approximately a billion and a quarter dollars—a new peak in earnings for the industry.

Towards the close of 1949 television receiver sales were accounting for almost 70% of the dollar volume done by set manufacturers with radio sales making up little more than 30%. In 1948 the situation was reversed at about the same ratio in favor of radio.

However, in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas but even in cities well served by the newer form of entertainment.

Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

Some of the more popular radio programs and radio stars haven't yet switched to television. Consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house.

The past year, in addition to establishing new production and sales records, also developed some marked trends in public taste or buying habits.

One of the most interesting of these trends was the rise in popularity of the consolette or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lowest price field, were about equalled in number by consolettes and consoles combined, including the large models with both radios and phonographs.

* * *

Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949 television receivers using the 12½-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12½-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

Television receivers in 1949 improved considerably in appearance as cabinet styling, both in table models and consoles, reflected the growing interest of women in television. For it is usually the woman, rather than the man, who wants the set in her home to blend well with her other furniture.

Production Forecast

Production estimates for 1950 are still in the speculative stage, but present indications are that the industry will manufacture and sell between 3,500,000 and 4,000,000 television receivers and that retail sales will approach the $1 billion mark on television alone. And radio set sales will add substantially to retailers' income.

Television's continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the FCC. The judgment of the members of this government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

Of major importance in the development of a nation-wide television system is the question of when the FCC will lift its "freeze" on new television station authorizations and will open a new band for television's expansion into the ultra-high frequencies.

Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black-and-white television broadcasting of today. The indus-

(Continued on page 28)

Let **WIBW** *fill your sales silo!*

SALES Managers! Here's a tip from Kansas farmers. These far-sighted operators depend on ensilage (the stuff that's stored in silos) to keep livestock growing when there's a shortage of green stuff.

Incidentally, there's no shortage of green stuff—money, that is—in WIBW's five-state farm audience. You can count on *immediate* sales when you used WIBW.

At the same time, you'll be filling your sales silo with name preference and built-up demand for your product. You'll find this mighty valuable in keeping your sales growing—especially during seasons that are normally "off".

Let WIBW Fill Your Sales Silo

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep. CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

XUM

$5,000,000 for '50!

RICH BONANZA DUE LANG-WORTH MEMBER STATIONS IN 1950

Nation-wide survey just completed proves record-breaking commercial use of Lang-Worth Transcribed Programs by advertisers and agencies.*

12 months of 1949 showed 60% increase over 1948 . . . 160% increase over 1947!

Survey indicates that agencies and advertisers will spend well over 5 million dollars sponsoring Lang-Worth Planned Programs over Lang-Worth Member Stations during 1950.

Read full details of this increasing commercial trend — initiated and developed by Lang-Worth — in next week's "Broadcasting" (January 23, 1950).

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET NEW YORK 19, N. Y.

**Lang-Worth's third annual survey—December 1949—Signed questionnaires received from 573 member stations. 55% network affiliates . . . 45% independents.*

Feature

(Continued from page 12)

determine winners. Similar procedure was followed in the earlier selection of state and regional winners.

Students voiced their own scripts in the local live competitions as well as in the transcribed competitions. The junior chamber arranged local contests through its chapters, working in cooperation with NAB member stations and radio dealers. It also arranged state judging panels, with broadcasters producing the transcriptions. Twelve regional winners were selected from the state winners.

The four national winners will receive $500 scholarships and other prizes in Washington ceremonies during the week of Feb. 19-25. In addition to the awards luncheon, they will be guests of President Truman, members of Congress and cabinet members as well as participate in broadcasts and telecasts. At historic Williamsburg, Va., they will repeat their winning scripts in the House of Burgesses as guests of Colonial Williamsburg Inc.

Members of the board of judges are Morgan Beatty, NBC commentator; Associate Justice Tom C. Clark, of the U. S. Supreme Court; Mrs. Raymond Clapper; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Educational Assn.; J. Edgar Hoover, director, FBI; Edward R. Murrow, CBS commentator; James Stewart, actor.

Management

LEO HOWARD, formerly commercial manager of WKY Oklahoma City, joins KDMS, new 1 kw outlet on 1290 kc in El Dorado, Ark., as manager. KDMS will be completed in late February. Meantime, Mr. Howard is headquartering in Texarkana, Tex.

WILTON GUNZENDORFER resigns as general manager of KROW Oakland, Calif. Before going to KROW, he was manager of KSFO San Francisco, manager of KSRO Santa Rosa for six years and before that with Don Lee Network for seven years. His future plans have not been announced.

Mr. Gunzendorfer

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, is the father of a girl, Susan Davenport.

DAVID W. ADAMS, formerly commercial manager of KCBS San Bernardino, Calif., promoted to general manager of station. Station also has announced expansion of its offices at 770 Mill St.

FRED SHAW, formerly commercial manager of CFAC Calgary, Alta., appointed manager of CJCJ Calgary, succeeding **DONALD H. McKAY**, who was recently elected mayor of Calgary for 1950.

HARRY WHITE succeeds **LARRY SCHEER** as general manager of KWTC Barstow, Calif.

ARTHUR E. HALEY, general manager of WBMS Boston, resigns. His future plans have not been announced.

ROBERT McCLELLAN, formerly in sales at KTXL San Angelo, Tex., appointed manager of station. He has been with KTXL since its inception in 1947.

ALBERT E. FOSTER, former director of media for Lever Bros., appointed station manager of WLAW Lawrence, Mass., in charge of operations and personnel at Boston, Lowell and Lawrence offices and studios and transmitter at Burlington. He had been with Lever organization for 25 years, principally in advertising.

MIKE HOPKINS, formerly of CHUM Toronto, appointed manager of CKLB (formerly CKDO) Oshawa, Ont.

TOM KRITSER, formerly with KTSA San Antonio and later manager of KDDD Dumas, Tex., appointed manager of KGNC Amarillo. He began his radio career 10 years ago with KGNC, and most recently was sales manager of that station.

Mr. Kritser

BENEDICT GIMBEL Jr., president and general manager of WIP-AM-FM Philadelphia, named to sponsoring committee of Radio & Television Award Dinner slated for New York in March.

CHARLES H. GARLAND, general manager of KOOL Phoenix, Ariz., and Avis Dear have announced their marriage.

HOMER GRIFFITH of KAFY Bakersfield, Calif., executive staff, and formerly head of his own radio representative firm, and **Myrtle May Morgan** have announced their marriage.

CAB Board Meeting

INCREASED commissions for Canadian advertising agencies, copyright fees for music and NARBA will be topics featured at the first 1950 meeting of the board of directors of Canadian Assn. of Broadcasters, held at the King Edward Hotel, Toronto, Feb. 6-9. The new schedule of depreciation allowances announced by Canada's Dept. of National Revenue at the year-end, and future hearings of the Royal Commission on Arts, Letters and Sciences, also will be discussed at the meeting. Final plans for the CAB annual convention, March 27-30, at Niagara Falls, Ont., are also on the agenda.

Set Production

(Continued from page 26)

try has testified to the contrary and believes more time is needed to develop color television. The industry also hopes that no color system will be authorized which will make obsolete the more than 3,500,000 television sets in use today.

RMA hopes these complex problems may be resolved through the establishment of the proposed all-industry National Television System Committee which would recommend standards for the future operation of color television stations just as a similar committee did for black-and-white television in 1941.

About 40% of the population of the United States is still outside the range of the nearly 100 television stations on the air, but the 50-odd areas that have television service today are far from saturated. Unlike the radio field, the television industry is not in the replacement business. Almost every TV receiver sold today goes into a home that hasn't had television before. And there are plenty of homes not yet equipped with their first TV set—about 88% of them—in TV reception areas.

Present prices on television receivers are within the range of most family budgets, and a tour of any TV area will show about as many aerials on modest row houses as in well-to-do suburban areas. Today's vast radio audience was made possible by the low-priced radio, and the day is not far off when large volume production will make the television receiver almost as accessible.

CLARK NAMED

Is Pearson Chicago Chief

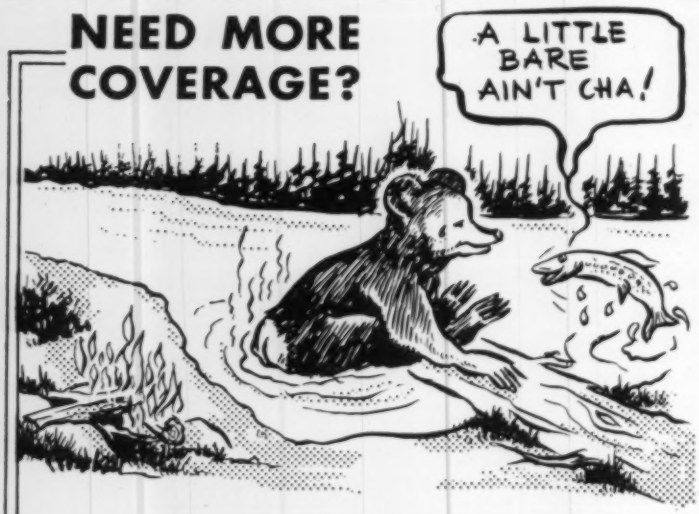
GEORGE W. CLARK, who has been associated with the John E. Pearson Co., station representative, since May, 1949, has been named manager of the Chicago office, effective immediately. John P. Rohrs, formerly with Belknap & Thompson, Chicago, will join the firm's Chicago sales staff.

Mr. Clark

For several years Mr. Clark was manager of the Chicago office of WLW Cincinnati. Later he was assistant manager of WLW's New York office. He resigned from that post to join MBS and from there moved to the Grant Advertising Agency for more than a year before joining the Pearson firm.

Mr. Rohrs has been associated with the B & T firm as promotion director, selling advertising and servicing both large and small promotions for such companies as John F. Jelke, Hotpoint, Thor and Peter Fox Brewing.

NEED MORE COVERAGE?



Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

XUM

Announcing:

★ Edgar T. Bell, vice president and general manager of KTOK, Oklahoma City, joins this station as its active head after many years of experience in the newspaper and radio field in the Southwest.

★ E. L. Colbourn, sales manager of KTOK, Oklahoma City, returns to this market where, for many years, he was a member of the sales staff of WKY, Oklahoma City.

It is with a great deal of pride and satisfaction that KTOK announces the election of Edgar T. Bell as vice president and general manager, and the appointment of E. L. Colbourn as sales manager.

Mr. Bell comes to KTOK with many years of experience in the management field having previously been associated with the Oklahoma Publishing Company of Oklahoma City as business manager where he had active supervision over Radio Stations WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

Mr. Colbourn was associated with Mr. Bell for many years in charge of sales at WKY, Oklahoma City. In 1945, Colbourn resigned from WKY to become an account executive with the Frederic W. Ziv Company, with headquarters in Houston, later moving to KABC, San Antonio, where he has just resigned as commercial manager.

Ted Taylor
President

1000 ON THE DIAL
5000 WATTS, DAY
1000 WATTS, NITE

KTOK

Oklahoma City

Represented nationally by
Taylor-Borroff Company, Inc.

Affiliated with the American Broadcasting Company

XUM

Editorial

Maryland: Free Again

ALTHOUGH YOU probably wouldn't detect it from the Washington news dispatches, radio won a thumping victory last week in the U. S. Supreme Court. The court killed Baltimore's gag rule on reporting of crime news by rejecting the appeal of the State of Maryland, and thereby struck another blow for the freedom of *news*.

The fight was waged and won by radio. Three Baltimore stations—WCBM, WITH and WFBR, as well as a former WITH newsman, were cited for contempt for broadcasts of a confession given by a murderer. Baltimore newspapers for a decade had found it painfully expedient to consult judges on what was permissible to print without being in contempt of court.

On appeal, the State Supreme Court overruled the lower court, holding that the Rule was "in the nature of censorship." It placed radio on equal footing with the press.

The effect of the Supreme Court action was to sustain the Maryland tribunal's finding, despite the unusual opinion of Justice Frankfurter presumably leaving the door open for future adjudication of related issues.

Thus, radio won a battle not only for itself but for the press. The archives, we hope, will duly record this fact.

Radio Anonymous?

LAST WEEK hearings were held before the Senate Interstate & Foreign Commerce Committee on the Langer Bill (S-1847) to outlaw interstate advertising of alcoholic beverages.

In 1947 there were hearings on virtually identical legislation. The Committee refused to report any one of several bills. The following year there were further hearings. The committee then voted against them by the narrowest of margins—6 to 5.

In the intervening periods the dry groups—from pulpit and in their public prints—have been hammering away. The move to prohibit advertising is an obvious first step toward return to prohibition.

This year of 1950 is an election year. Politicians have been besieged by constituent drys to vote for the Langer Bill. Since the convening of the new session on Jan. 3, every issue of the *Congressional Record* has sagged under the weight of resolutions and petitions adopted by societies and associations supporting the Langer Bill.

Politicians are sensitive to such pressures when standing for reelection.

Passage of the Langer Bill could deal a crippling blow to radio. The drys are not aiming merely at hard liquor advertising; they are shooting at beers and wines too. While the latter represent just one or two percent of radio's national revenue, they are important income sources both for radio and TV.

The Langer Bill strikes at advertising "in interstate commerce." All radio is interstate. So even the 250-watter in Dead Center, Tex., would be affected.

As long as alcoholic beverages are legal, it is hard to fathom how the advertising of them can be legislated out of existence. Yet, indiscreet legislation can run the legislative gauntlet if the opposition sits on its hands.

There was strong opposition to the Langer measure. The Advertising Federation of America was there. So was the Assn. of National Advertisers and the American Assn. of Advertising Agencies, and the various representatives of the printed media.

They realized that if this discriminatory legislation is passed, it would set an extremely dangerous precedent. What about cigarette and proprietary advertising?

In scanning the list of appearances prior to the opening of the hearings Thursday, we failed to find radio represented. Once before the NAB neglected to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

Matter of State

LAST THURSDAY Secretary of State Acheson addressed the National Press Club in Washington "on the record". Radio, however, was precluded from a direct pickup. On the ground that the official would talk extemporaneously, the Department decided the talk was not suitable for broadcast. When the Radio Correspondents Assn. offered to forego the direct pickup and record the talk, which afterward would be edited, the answer was the same.

NAB President Justin Miller protested. He pointed out that radio has been recognized all down the line as a news medium. He cited discrimination. But the Secretary did not budge.

Then, a matter of minutes before the luncheon, the Department yielded and permitted the *Voice of America* to make a tape-recording. Carefully edited excerpts finally were made available to the networks after anguished hours. Television was excluded altogether. And that which was made available to radio was an expurgated version tailored to suit the delicately contrived purposes of the Government-programmed *Voice*.

For more than a decade, radio has held newsgathering privileges on a parity with the press. There are radio galleries in Congress. Indeed the remodeled Capitol is being wired for radio and TV pickups. And the White House is being redesigned with an ear and an eye toward the mass radio media.

This incident reveals that while much has been done toward the goal of freedom of information by radio, there remain islands of resistance. The NAB and the Radio Correspondents Assn. should not let the Acheson incident go by default. How better to debate the point than over the air itself?

Wrong Side of the Street

IN ITS ZEAL to curb "trafficking" in station construction permits the FCC majority seems to be driving on the wrong side of the regulatory street. It has announced proposed rules (by a vote of 4-2) which would bring automatic forfeiture of construction permits, if the holder contracts to sell control before the station takes the air.

We can fathom situations which might prevent an original construction permit holder from following through. His capital might dry up; he might suffer reverses in his main business. There might be illness. In any event, as Comrs. Hyde and Jones point out in their dissent, the Commission can handle cases on their individual merits, since the law prohibits the transfer of control without prior FCC approval.

Why write new regulations when those on the books are adequate to cover every contingency?

Longfellow couldn't conceivably have had the FCC in mind when he commented: "Whom the Gods would destroy they first make mad."

Our Respects To —

GENE BURKE BROPHY

WOMAN'S PLACE is in the home—and Gene Burke Brophy finds her way into almost every home in the Salt River Valley area, through KRUX Phoenix. Some 25 of America's fairer sex are owners and operators of radio stations, and Mrs. Brophy belongs to this exclusive group. Her 21-year record of accomplishment in the broadcasting business rivals that of most men in the field.

Gene Brophy was born in Norseland, Minn., March 11, 1910, to George and Kathryn Burke. The "Gene" is a contraction of Imogene, long since discarded by the KRUX executive. She received her early schooling in Norseland and Minneapolis.

In 1928 Mrs. Brophy embarked on her radio career. Following a series of special courses at Los Angeles City College she got a job as a secretary at Warner Brothers' KFWB Hollywood. But she was not long destined for dictation and typing. When a continuity writer failed to put in an appearance one day, she hurriedly punched out a needed commercial program. The sponsor liked it and the then-Miss Burke became one of the station's first feminine writers.

In eight years with KFWB, she progressed through each stage of the station's growing operation, efficiently handling various phases of the work in traffic, programming, creating and voicing commercial and sustaining shows.

When in 1936 Mrs. Brophy left KFWB to join Columbia Concerts Corp., a subsidiary of CBS, her unusual organizational ability came to the fore. She assisted in the creation of the Hollywood Artists' Bureau for Columbia and for four and a half years headed up the selection and supervision of CBS talent for programs originating in Hollywood.

While with Columbia Concerts she directed promotion and publicity for several concert tours. Her job included a good many talent hunts throughout the nation, searching for both radio and motion picture material. She interviewed many artists—upcoming and famous. In addition to these tasks she was responsible for the office management of the Columbia Artists Bureau.

In October of 1941 Mrs. Brophy accepted a civil service appointment as Chief of the Radio Division for the Office of Central Intelligence in San Francisco and shortly thereafter began a radio broadside of psychological warfare against the Japanese.

Before the establishment of complete offices for OCI, came Pearl Harbor and war. When, a few days later, the West Coast had its first wartime blackout, President Roosevelt called

(Continued on page 38)

XUM

YOU MIGHT GET A 175-POUND WOLF*—

BUT . . .

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away *the best radio buy in Western Michigan.*

This strong CBS combination has a rural superiority that's proved by BMB figures and farm-program mail pull from every corner of the area.

WKZO-WJEF have equally impressive urban records in Kalamazoo and Grand Rapids. For Total Rated Periods (Oct.-Nov. '49) both WKZO and WJEF got *top* Hooperatings in their important home cities.

By projection you can figure that WKZO-WJEF deliver about 56.5% more listeners than the next-best two-station selection in the area. Yet they cost 20% less!

Get all the facts about WKZO-WJEF! Write to us direct or ask Avery-Knodel, Inc.

**A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

News

FRANK BUTALA, formerly with KSTP Minneapolis, joins KAUS Austin, Minn., as sports editor and announcer.

LOU FRANKEL, director of special events and publicity for WFDR (FM) New York, appointed radio chairman, Brooklyn Chapter, American Red Cross.

HARRY WISMER, ABC sportscaster, awarded Veterans of Foreign Wars Certificate of Merit as "outstanding sportscaster of 1949."

BILL DOWNS, Berlin correspondent for CBS, is the father of a boy, born Jan. 10 in Berlin.

RICHARD L. HANSEN, newscaster for WKTY LaCrosse, Wis., is the father of a girl, Debra Joy.

HAL FISHER, newswriter at WBBM Chicago, and Mildred Phillips have announced their marriage.

BOB SMITH, sports director of WIBM-AM-FM Jackson, Mich., is the father of a boy, Randy.

LEONARD MIALL, Washington correspondent for BBC, is the father of a girl.

CKDA Victoria, new 250 w station on 1340 kc, officially went on air Jan. 15. Station is represented by Radio Representatives Ltd., in Toronto and Montreal; by Tony Messner in Winnipeg; by John Hunt & Assoc. at Vancouver, and in U. S. by Forjoe & Co. David M. Armstrong is managing director.

WVPO AWARD

Cited in 'Herald Tribune' Fresh Air Fund Drive

WVPO Stroudsburg, Pa., was awarded a citation, and seven other stations received honorable mention from the 1949 New York *Herald Tribune* Fresh Air Fund for their contributions to the fund's work on behalf of New York's needy children.

Invitations to 287 city children to enjoy two-week vacations in Stroudsburg country homes were obtained largely through WVPO efforts, the fund said, and represented the largest number of invitations received from any one of the 1350 "friendly towns" engaged in the work.

Judges in the contest were Niles Trammell, NBC board chairman; Mark Woods, ABC vice chairman, and Frank White, MBS president.

Stations receiving honorable mention were WHDL Olean, N. Y.; WWNY Watertown, N. Y.; WKNE Keene, N. H.; WDOS Oneonta, N. Y.; WJOY Burlington, Vt.; WEEX Easton, Pa., and WLNH Laconia, N. H. Entries were received from 60 stations in 13 states, and contained reports of amounts of time devoted to "friendly town" spot announcements and feature programs, and samples of scripts used in the campaign, as well as photographs, news stories and other material demonstrating station activity.

The Watertown station used as its "sign-off" daily at 12:05 a.m. the following appeal, which won acclaim from the judges: "The next six hours of silence are dedicated to the children of New York City tenement areas who need your help. Call this station tomorrow if you are willing to take a child, and the Fresh Air Committee will get in touch with you."

Unfortunately, the infantile paralysis epidemic last August prevented the 287 children invited to Stroudsburg from taking advantage of the project, which was cancelled. Elton Hall, WVPO station manager, assured Fresh Air Fund officials of his cooperation next summer, at which time he hoped the children would arrive.

WVPO's record showed five spot announcements daily from July 10 to Aug. 6; three 15-minute scripts sent by fund officials; 12 15-minute record shows built around the fund, using the announcements; three disc jockeys devoting a quarter-hour segment of their daily shows, and a special two-hour benefit show featuring local talent. Total time allotted to the campaign by the station was 27 hours.

DEFENSE SERIES

Pupils Air Show on WCVA

TWO sergeants attached to the National Military Establishment's main station in Washington have come up with a community relations "first," through the promotion of the Department of Defense program *This Day* over WCVA Culpeper, Va.

Originated by Garnett G. Webster and George R. Kay, public information sergeants, the show is heard daily, featuring students of the local high school, broadcasting directly from the classrooms. An historical series, the program is prepared by the Defense Department's Radio-Television Branch and highlights in each script three important events in the growth of our nation.

Show is distributed on a monthly basis and includes a packet of informational and recruiting announcements concerning each service—Army, Navy, Air Force and Marine Corps.

WIRK Moves Studios

WIRK West Palm Beach, Fla., will move to new studios at 715 S. Flagler Drive, overlooking Lake Worth, to provide better accommodation for its talent shows and facilitate more quality and faster program service, Joseph S. Field, Jr., manager, announced last week. New technical and office equipment also has been purchased. WIRK operates fulltime with 1 kw on 1230 kc and is affiliated with MBS. Ken-Sell Inc. is licensee.

HOW TO GET RICH

"THERE must be a Republican in the woodpile," suggested Robert T. Mason, WMRN Marion, Ohio, after scanning U. S. Treasury Dept. 30-second announcement for savings bonds. This sentence aroused his curiosity: "Remember, savings bonds are a safe investment—guaranteed by your government to return three dollars for every four you invest!"

CBS HOLLYWOOD

IBEW, RWG Plan Joint Action

RECOMMENDATION for joint action against CBS Hollywood by IBEW and Radio Writers' Guild, both of whom have failed to reach agreement in negotiations with the network, was made Jan. 6 at a board meeting of the Hollywood council of National Assn. of Broadcast Unions and Guilds.

Making up NABUG are Radio and Television Directors Guild, RWG, AFRA, NABET, IBEW, Screen Publicists Guild and Office Employes International Union, all of whom were represented at the meeting. Claude McCue, executive secretary of AFRA, is president.

Both IBEW and RWG have filed strike notices against the network; former seeks a salary increase to $52.50 for a 40-hour week for nine stage set-up men [BROADCASTING, Jan. 2]; latter is asking for "over $100" for 10 continuity staff writers.

At the same meeting, NABUG approved action for joint investigation of malpractice against union members in Los Angeles stations and joint action against stations, if necessary. Union suspects, for example, use of announcers as actors with remuneration given for announcing chores only.

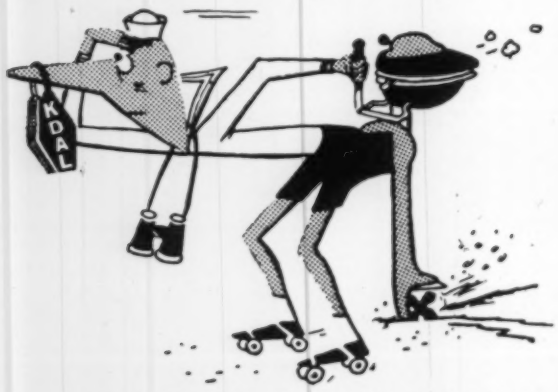
Recordings Bill

TRANSPORTATION and acceptance of "obscene" phonograph records or electrical transcriptions in interstate commerce would be expressly prohibited under provisions of a bill introduced Jan. 6 by Rep. Emanuel Celler (D-N. Y.). The measure (HR 6622), which would amend Sec. 1462 Title 18 of the U. S. Code, would cover any article "capable of producing sound" and certain books, pamphlets, motion picture film, advertisements and drugs. Referred to the House Judiciary Committee, the measure would alter the Code to include all above-mentioned items rather than just literature.

WNJR Newark, N. J., will air annual All-Sports Dinner, sponsored by Newark Athletic Club, Jan. 19, from 9-9:30 p.m.

SALE-ER SUIT . . .

DULUTH, MINN.—"I'm well suited to go sale-ing for you in the big Duluth-Superior Market," says Otto Mattick as he breezes along on his rearpelled motoskates. "I've got 5,000 watts on 610 . . . my own and CBS personalities and programs . . . and a continuing, all-out listener-winning campaign." That's the KDAL story, in brief. But there's nothing brief about KDAL's success story for advertisers. Let us add a chapter about you and your products. It's a cinch. Try us and see!



How to put KDAL's audience dominance to work for you? Just ask Avery-Knodel.

ACTION..

BY TELEPHONE..

FROM 335 COMMUNITIES

IN 23 STATES!

On four special Saturday night broadcasts starting at 11:15, KDKA listeners were asked to *telephone* contributions to a special campaign for Children's Hospital. Thousands of calls poured in, from 335 communities in 23 states! Surprising coverage? Not for KDKA, the 50,000-watt station with a vast audience, by day and by night, in almost 200 BMB counties.

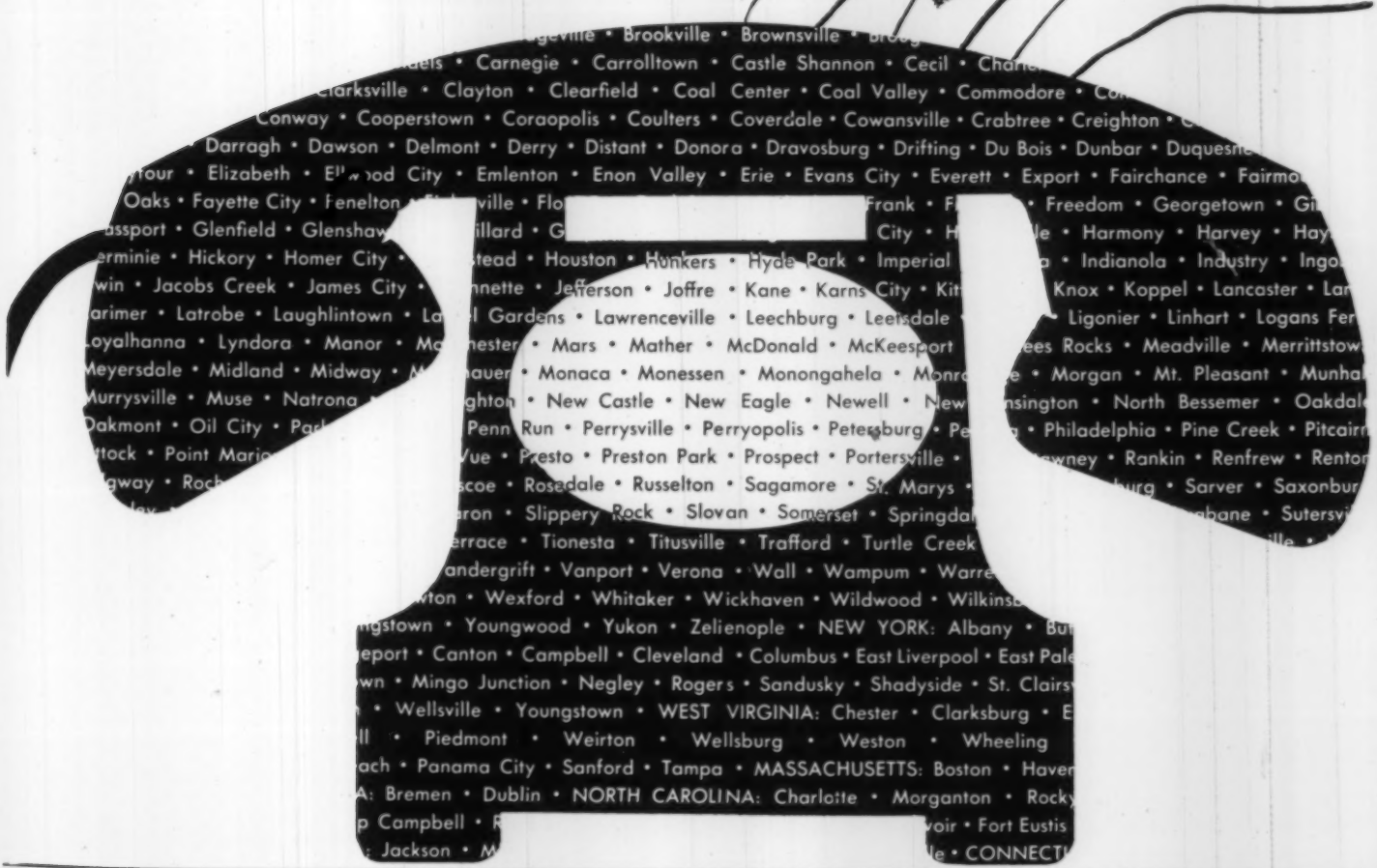
WESTINGHOUSE RADIO STATIONS Inc

KYW • KEX • WOWO • WBZ • WBZA • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PITTSBURGH
50,000 Watts
NBC Affiliate

KDKA


Brookville • Brownsville • Carnegie • Carrolltown • Castle Shannon • Cecil • Clarksville • Clayton • Clearfield • Coal Center • Coal Valley • Commodore • Conway • Cooperstown • Coraopolis • Coulters • Coverdale • Cowansville • Crabtree • Creighton • Darragh • Dawson • Delmont • Derry • Distant • Donora • Dravosburg • Drifting • Du Bois • Dunbar • Elizabeth • Emlenton • Enon Valley • Erie • Evans City • Everett • Export • Fairchance • Oaks • Fayette City • Freedom • Georgetown • Glenfield • Harmony • Harvey • Houston • Hunkers • Hyde Park • Imperial • Indianola • Industry • Jacobs Creek • James City • Jefferson • Joffre • Kane • Karns City • Knox • Koppel • Lancaster • Latrobe • Laughlintown • Ligonier • Linhart • Logans • Mars • Mather • McDonald • McKeesport • Meadville • Monaca • Monessen • Monongahela • Morgan • Mt. Pleasant • Murrysville • Muse • Natrona • New Castle • New Eagle • Newell • North Bessemer • Oakdale • Oakmont • Oil City • Penn Run • Perrysville • Peryopolis • Petersburg • Philadelphia • Pine Creek • Pitcairn • Point • Presto • Preston Park • Prospect • Rankin • Renfrew • Rosadale • Russelton • Sagamore • Sarver • Saxonburg • Slippery Rock • Slovan • Somerset • Tionesta • Titusville • Trafford • Turtle Creek • Vanport • Verona • Wall • Wampum • Wexford • Whitaker • Wickhaven • Wildwood • Youngwood • Yukon • Zelienople • NEW YORK: Albany • Canton • Campbell • Cleveland • Columbus • East Liverpool • Mingo Junction • Negley • Rogers • Sandusky • Shadyside • Wellsville • Youngstown • WEST VIRGINIA: Chester • Clarksburg • Piedmont • Weirton • Wellsburg • Weston • Wheeling • Panama City • Sanford • Tampa • MASSACHUSETTS: Boston • Bremen • Dublin • NORTH CAROLINA: Charlotte • Morganton • Fort Eustis • Jackson • CONNECT

MARCH OF DIMES

Radio-TV Promotion Shows

RADIO stations throughout the country are receiving a series of electrically transcribed shows and spot announcements, and video stations are receiving 16mm sound films to promote the 1950 March of Dimes campaign. The programs are for use locally Jan. 16-31, this year's March of Dimes drive dates.

Recordings and films feature some of the top talent in the country, and, with the "discs for dimes" and spot announcements, are expected to account for a good percentage of the goal set this year by the National Foundation for Infantile Paralysis.

Potts Adv. Incorporates

R. J. POTTS-Calkins & Holden Advertising Inc., with headquarters at 215 Pershing Road, Kansas City, Mo., announces that, effective Jan. 1, the organization started operating as a corporation instead of a partnership. All partners remain as officers of the corporation and their assets will be transferred to the corporation in their entirety, it was stated. The management and personnel of the organization will remain very much the same as it was in the partnership, the announcement stated. The firm also maintains offices at 247 Park Ave., New York, and 333 N. Michigan Blvd., Chicago.

Production

BOB MILLER, farm service director of WRFD Worthington, Ohio, named program director of station, effective immediately. He formerly was associate farm director of WLW Cincinnati.

WINSLOW BETTINSON, formerly program director of WHEB Portsmouth, N. H., appointed director of station operations for WLYN Lynn, Mass.

EMORY BROWN joins announcing staff of KTXL San Angelo, Tex.

ANNE STEGOS, former associate editor of Suffolk County, N. Y., *Watchman,* Huntington, L. I., joins script and continuity department of WHLI Hempstead, L. I. She replaces **MURIEL ABRAMS,** who resigned to be married.

STEWART MacPHERSON, formerly with BBC, joins WCCO Minneapolis Jan. 18 as m.c. of new quiz show.

BOB ROTH appointed to announcing staff of WMBG Richmond, Va.

DAN KEELER, of KSL Salt Lake City announcing staff 1945-47, rejoins station, dividing his activities between AM and TV.

SY MERNS, former production man with WINS New York and play-by-play announcer for WDYK Cumberland, Md., appointed program director for WMON Montgomery, W. Va. He replaces **JIM HOLMES,** resigned to do graduate work in dramatic arts.

RICHARD F. LOW, former continuity director for KBON Omaha, Neb., named program director of KBON-AM-FM.

CHARLES TESSER, recent graduate of Television Workshop, New York, joins staff of WSYR-TV Syracuse, N. Y., as photographer.

CARL VICTOR LITTLE, newspaper columnist of Houston *Press,* joins KXYZ Houston as commentator.

CHARLES SHOWS signed to seven-year exclusive contract as writer of KTLA (TV) Los Angeles *Time for Beany* children's show.

CHARLIE ACKERSON, ballad singer formerly with KWK St. Louis, rejoins station as m.c. of *Charlie Ackerson Show.*

COLLINGSWORTH (Buddy) HOLMAN, former staff announcer for WTAL Tallahassee, Fla., becomes staff announcer for WMBR-TV Jacksonville, Fla.

LaVERNE WHITAKER named stage assistant to **JACK McELROY,** m. c. of ABC *Breakfast in Hollywood.* She succeeds **MONICA WHALEN,** resigned.

RAY DAVIS, formerly with WNAV Annapolis, Md.; WDOV Dover, Del., and WSM Nashville, joins announcing staff of WASA Havre de Grace, Md.

JULES PEWOWAR, program director at WMOR (FM) Chicago, joins Herbert Laufman Assoc., Chicago television production firm, as production manager. He will continue with his station work.

TOMMY THOMPSON, for past two years in ABC Hollywood mail department, transferred to KECA-TV Hollywood as program assistant. Prior to joining ABC he was with Armed Forces Radio Service in Tokyo.

ROD HENDRICKSON joins WTOP Washington as m.c. of new Tues.-Thurs. show sponsored by Wise Potato Chip Co., Berwick, Pa.

WILLIAM R. KLEIN, formerly guest relations manager for Don Lee Broadcasting System, named coordinator of operations. He replaces **JEAN LANG,** resigned to complete studies at U. of Southern California.

JERRY FRANKS, KECA-TV Los Angeles stage manager, leaves Feb. 20 for six-weeks leave of absence during which time he will serve as stage and technical director of traveling show sponsored by Union Oil Co. **TOMMY THOMPSON** replaces him during his absence.

DONNA KLINE joins KTLA (TV) Hollywood as chief costume designer on five weekly *Time For Beany* children's program.

LES MITCHEL, producer-director of *Skippy Hollywood Theatre,* elected president of Sunland-Tujunga, Calif., Chamber of Commerce.

MILTON Q. FORD, morning man for WWDC Washington, is the father of a boy, Michael Eric.

RUSSELL LONG, program manager of WCSC Charleston, S. C., and **ELIZABETH ROEBUCK,** on staff of WCSC as Carolyn Coy, have announced their marriage.

GEORGE SNELL, of KEEN San Jose, Calif., appointed radio chairman of Santa Clara County Committee for Hoover Report.

DON STEVENS, announcer at WSB Atlanta, Ga., is the father of a girl, Marilyn Donna, born Jan. 5.

BERTHA KURTZMAN, ABC-TV broadcast operations supervisor, and David Williams of *Time* and *Life,* have announced their marriage.

HOLIDAY GUIDE

Offers Aid to Advertiser

THE COMMERCE Dept. announced last week the compilation of a booklet which contains a calendar of specially designated days, weeks and months to be observed during 1950. It also said pointedly that retail sales and profits could be boosted by a better coordination of advertising with national holidays and special observances.

Commerce guide to the businessman lists days, weeks and months of special promotion and celebration of interest to the business field. In addition, legal, religious and well-known holidays are included. Information contained in this issue, third since the war's end, was furnished by trade associations, secretaries of state governments, civic groups and other such organizations, the Department said. Also included is the purpose of each event as stated by its sponsor.

A total of 154 days, 124 weeks and 36 other celebrations are included in the booklet, called "Special Days, Weeks and Months in 1950," which may be obtained from Superintendent of Documents, Washington 25, D. C., or from Dept. of Commerce field offices for 15¢ per copy.

RADIO CALL

Solves Railroad Problem

BOSTON & Maine Railroad discovered during the holiday season that radio has both power and flexibility as an advertising medium, Jan Gilbert, timebuyer, Harold Cabot & Co., Boston, reports.

A few days before Christmas, mail piled up at Boston's North Station to an uncontrollable degree necessitating additional help to handle it. The railroad called the Cabot agency which placed a schedule of announcements on four Boston stations.

First spot went on the air at 10:59 a.m. and others were scheduled through 2:30 p.m. At 11:50 p.m. the railroad advised the agency that it had more men than it could hire. Balance of the schedule then was cancelled. A total of 2,250 applicants reported to North Station, Miss Gilbert notes.

XUM

LISTENERS' CHOICE

In SAN ANTONIO only KTSA broadcasts all the Big CBS programs on AM and FM

New! MODERN STUDIOS

New! FEATURES

New! TRANS-MITTER

New! FULL TIME POWER

New! LOCAL PROGRAMS

New! NEWS-SERVICES

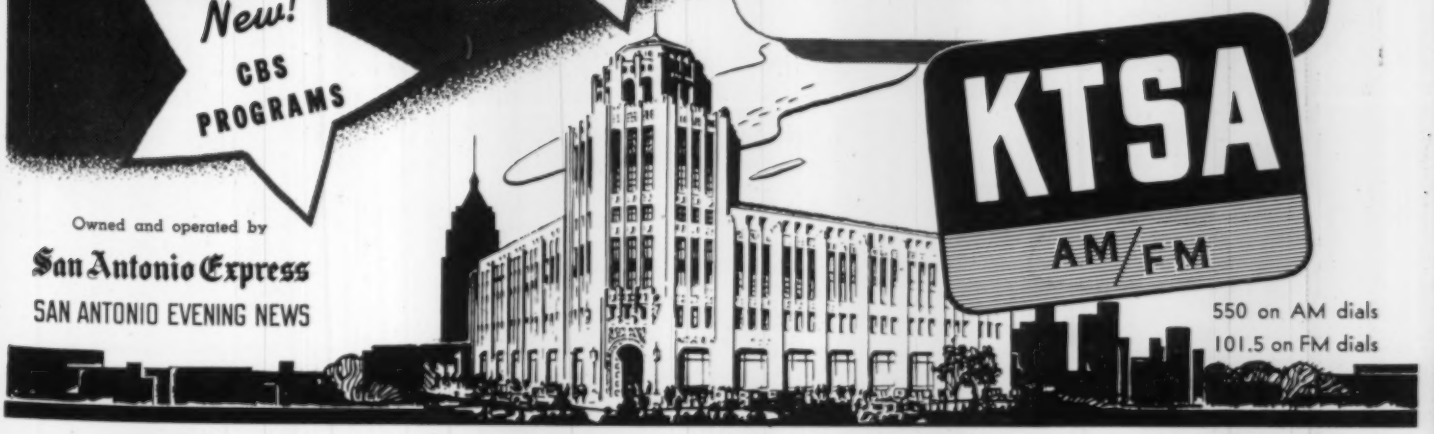
New! CBS PROGRAMS

DOUBLE-TALK
That Means Something

NOW, on KTSA AM/FM, San Antonio listeners get simultaneous AM and FM broadcasts of complete program schedules, including the BIG Columbia Broadcasting System network shows, with favorite CBS stars and personalities.

ALL THIS, in addition to new, local programming and special events broadcasts, new public service features, and an amazingly COMPLETE coverage of the NEWS, adding the tremendous news-gathering resources of both the SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS to KTSA's already recognized facilities.

Ask any of the Free and Peters "Colonel's" about the NEW, GREATER KTSA AM/FM and the booming GREATER SOUTHWEST market it serves.



KTSA AM/FM

550 on AM dials
101.5 on FM dials

Owned and operated by
San Antonio Express
SAN ANTONIO EVENING NEWS

FREE & PETERS, INC. National Representatives

Promotion

BI-COLORED counter display cards distributed by WVNJ Newark, N. J., call attention to its weekend reports on ski and road conditions along East Coast. Cards placed in sports and department stores throughout greater New York area, contain removable strip, supplied weekly by station, for displaying name of ski expert to be interviewed each week on station's *Skiing on the Air* program.

'Cisco' Promotion

PAPER MASKS numbering 10,000 were distributed by WKNA Charleston, W. Va., in 24 hours on behalf of Holsum Bakery Co.'s, *Cisco Kid*, Frederic W. Ziv package. During commercial announcement on one show, children were told that masks would be given away through retail grocers. By following afternoon, all masks were gone and WKNA had to ask children to refrain from asking for them at grocers.

Telescope for Tower

SIDEWALK superintendents in Louisville have been provided with refracting 2½-inch lens telescope with which to watch progress in construction of new WHAS-TV television tower. Located on central downtown corner, four blocks from tower's site, telescope is free to public. Attendant is on hand to keep instrument in focus and answer questions. Time limit is imposed on gazers only when necessitated by crowd. Waist-high booth bearing station's call letters and information about tower surrounds telescope on three sides. Tower will be completed by Feb. 15.

Bowl Promotion

WOODEN BOWLS containing rose, orange and package of Gillette razor blades were sent to Bay Area radio, sport and advertising editors by KCBS San Francisco to promote its January broadcasting of Rose Bowl and Orange Bowl football games. Bowls were wrapped in colors of participating colleges. Idea was originated by Walter Conway of KCBS promotion department.

Sports Promotion

PROMOTION for KROC Rochester, Minn., recently, involved choosing of most outstanding athlete in Rochester area for 1949 and sending him, expenses paid, to Cotton Bowl festivities in Dallas, Tex. Darrell Cochran, U. of Minnesota athlete, won contest and was feted at banquet broadcast by station. He was met in Dallas by city's Chamber of Commerce and was included in visits with North Carolina team, sat on the bench with them and took part in numerous other celebrations in conjunction with game. Pictures taken in Dallas are now displayed in prominent down-town window. Bob Wold of KROC sales and promotion department was in charge of entire operation.

KBON-FM's Thanks

THREE-fold bulletin issued to public by KBON-FM, Transit Radio station in Omaha, Neb. Folder contains results of balloting on approval of bus radio and data concerning completion of installation in all Omaha buses. Picture of business leaders present when ballots were counted is included, as well as list of votes, pro and con, tabulated by bus routes.

Coverage Data Folder

QUARTO two-color illustrated folder sent to trade by KSD-TV St. Louis promoting its coverage of outstanding local events and containing coverage data. Inside of folder is made up of coverage map with primary and secondary areas outlined, and circles around sections outside coverage areas where satisfactory reception has been reported. Details of St. Louis market also are included.

Postcard Distribution

TWO postcard mailings recently sent to 500 grocers in coverage area by WHBC-AM-FM Canton, Ohio. First concerns Buckeye Potato Chips. Two pictures of bags of potato chips are featured on card under heading, "You're in the Chips! It's in the Bag!" Second promotes Nucoa Margarine on bright yellow card. Message reads, in part, "Hear NUCOA Yodeler's Catchy — Compelling Designed-For-Selling Radio Spots Daily on WHBC & WHBC-FM." Both cards bear standard, "Stock up—Display—Suggest! Radio advertised products move!"

Sponsor's Letter

LETTER from pleased sponsor sent to WTVJ (TV) Miami, Fla., has been reprinted and mailed to potential sponsors and trade by station. Letter, from Senor Don Casa, proprietor of gift store in Hollywood, Fla., tells story of his successful use of WTVJ. He says, in part: ". . . the prestige of being a television advertiser at this pioneer period is in itself worth the cost of advertising regardless of immediate results." Return of $320 on $20 invested in spot commercial on WTVJ is recorded.

Large Following

IN conjunction with his sixth anniversary with WNOW York, Pa., "Doc" Daugherty, m.c. of *1250 Luncheon Club*, two-hour noonday platter show, decided to form a club. Free membership cards were offered to his listeners, and 1,000 cards were printed. By the time all interested listeners had enrolled, additional 5,000 cards had to be printed. Party in honor of new club was held for members, and 4,000 persons who appeared broke 10 year attendance record for dance hall where party was held.

Constructive Promotion

OVERSIZE card aimed at construction material firms sent to trade by KNX Los Angeles shows picture of carpenter nailing down boards. Narration reads: "Over 5 million people listen to one station every week . . . KNX . . . including your customers in Los Angeles where the total value of building permits ranks second among all cities in the nation." Similar card with picture depicting man playing cash register as if it were a piano bears same message concluding, ". . . Los Angeles County where total retail sales and total net effective buying income are the second highest in the nation."

Full Promotion

ANNOUNCEMENTS of the 48-hour delayed telecast of entire Cotton Bowl festivities and game between Rice and U. of North Carolina carried by WFMY-TV Greensboro, N. C., were distributed by the station not only in Greensboro area, but in points as far distant as Dallas, where game was played. Releases were sent to sports editors of all leading newspapers and stations in WFMY-TV's coverage area. Copies also were mailed to editors in Dallas and to coach and to football team of U. of North Carolina. More than 250 copies were distributed by Gaines Kelley, general manager of WFMY-TV, on Dallas-bound train. Numerous newspaper ads were carried in local papers with front page inserts on day of telecast. Post-cards telling of game went to 6,000 dealers and TV set owners. Telecast was sponsored by four local General Electric dealers.

Teamed for Service!

OCCASIONED by Kansas City, Mo.'s celebration of its centennial, blue promotion piece has been sent to trade by KFRM and KMBC that city. Cover announces that stations are "Teamed for Progress in 1950. . . ." Inside carries names and titles of executive personnel of stations, and detached map bearing stations' call letters and message that they jointly offer "Complete Coverage of Kansas City's Trade Area!" KFRM is programmed by KMBC.

'Men of WORZ'

NEW explanation of flying saucers provided by WORZ Orlando, Fla. Over New Year's weekend, members of station's staff who are licensed pilots attached a call letter of WORZ to four planes, and station's slogan, "The Best Shows in Town," to fifth plane. Letters and slogan were on long streamers that glinted in the sun. Planes then made extended flight over Central Florida and Orlando metropolitan area, attracting wide attention.

Owen Sound Data

CFOS Owen Sound, Ont., has released profusely illustrated brochure on Owen Sound market to trade. Brochure is jointly issued by CFOS and Owen Sound *Sun-Times*, affiliated daily newspaper. Booklet covers all phases of market area, lists principal industries and retail establishments, gives detailed growth in recent years, and history of CFOS and newspaper.

Personnel

VINCENT F. CALLAHAN, formerly sales manager and publicity director for WRC and WMAL, both in Washington, and later general manager of WWL New Orleans and after that in same capacity with WBZ Boston, joins WQQW Washington as director of promotion and public service. During the war, he was national director of radio, advertising and press for promotion of War Bonds, under supervision of U. S. Treasury Dept.

Mr. Callahan

A. R. GLOSTER, head of own public relations firm, appointed to handle publicity and promotion for CKLW Detroit, Mich.

Mrs. PAT LAWRENCE resigns as assistant manager of advertising and promotion of KNBC San Francisco to become manager of new Bay Area office of Radio Report Inc., Berkeley (clipping service).

HELEN PARK, formerly with program department of WOR New York, joins public affairs department of WHLI Hempstead, L. I.

KEN SODERBERG, formerly with WMUS Muskegon, Mich., joins KAUS Austin, Minn., with duties in sales promotion and program production.

TRADE LAWS

Chamber Asks Reappraisal

THE U. S. Chamber of Commerce last week called for a "constructive reappraisal" of trade laws and challenged President Truman's proposal that the 81st Congress complete action on pending legislation to tighten anti-trust laws.

The Chamber maintained that the "recommended amendment of the Clayton Act would vest broad new powers in the FTC. Although labeled a boon to small business, these concerns are the ones which would be most hurt if this proposal became law." It asked for the reappraisal "in the light of interpretations of the past decade . . ." as "today . . . these laws are often applied in an unrealistic, arbitrary manner inimical to the interests of small, independent business."

The Chamber's views were given at a news conference held in Washington's Carlton Hotel during which Herman W. Steinkraus, president of the U. S. C. of C., reviewed the President's messages to Congress.

XUM

BMI Music Memo

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE NEW YORK 19, N. Y.

Vol. 3, No. 7
Feb. 25, 1946

MODEL SYSTEM IN RECORD INDEXING UTILIZED BY WOR

We've a second coupon and char[illegible]

it's

CLASSOPHONE

THE NEW PATENTED METHOD FOR

STORING • PROTECTING • CLASSIFYING

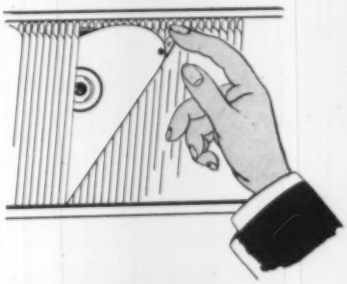
Your Phonograph Records . . . for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10″ or 12″ records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.



Build Any Type Cabinet For Classophone Pockets . . . From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with

CLASSOPHONE

WMAX, Macon, Ga.
WBAX, Wilkes-Barre, Pa.
KQV, Pittsburgh, Pa.
KRBC, Abilene, Texas
WDAK, Columbus, Ga.
WEDO, McKeesport, Pa.
WGST, Atlanta, Ga.
WIBC, Indianapolis, Ind.
WLAY, Muscle Shoals, Ala.
WPRO, Providence, R. I.
WISH, Indianapolis, Ind.
WOMI, Owensboro, Ky.
KFUO, St. Louis, Mo.
WTRY, Troy, N. Y.
KCKN, Kansas City, Mo.
WFAA, Dallas, Texas
WHOP, Hopkinsville, Ky.
WKXL, Concord, N. H.
WMT, Cedar Rapids, Ia.
WWNC, Asheville, N. C.
WHK, Cleveland, O.
WOR, New York, N. Y.

Station Mayrink Veiga, Rio de Janeiro

"CLASSOPHONE," Inc., 35-05 36th ST., LONG ISLAND CITY 1, N. Y.

Other Users of

CLASSOPHONE

Arturo Toscanini
Atlanta University, Atlanta, Ga.
Boy Scouts of America, New York, N. Y.
Erie Public Museum, Erie, Pa.
Harriman High School, Harriman, Tenn.
Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.
Board of Education, Atlanta, Ga.
Monogram Pictures, Los Angeles, Calif.
Board of Health, Chicago, Ill.
American Society of Composers, Authors & Publishers, New York, N.Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

COMPLETE RECORD PROTECTION

In addition to providing safe protection for standard 78 R.P.M. records, Classophone Pockets may be used equally as well for the new 33⅓ R.P.M. Long Playing (LP) type.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
35-05 36th St., Long Island City 1, N. Y.

Without cost or obligation, please forward a copy of your FREE plans, outlining method of constructing a CLASSOPHONE record cabinet. We understand this is a flexible plan suitable for housing any desired quantity of records.

Name .....

Firm .....

Address .....

City ..... *Zone* ..... *State* .....

Commercial

KENNETH STRONG, sales representative for WLYN Lynn, Mass., for over a year, and before that with sales staffs of WBZ and WCOP Boston, appointed sales manager of WLYN.

ED MORGAN, sports director for KBON Omaha, Neb., appointed transit sales manager for KBON-FM in addition to his present duties.

JOE YOWELL, formerly sportscaster for KTXL San Angelo, Tex., becomes salesman for station.

CKOK Penticton, B. C., appoints **Radio Representatives Ltd.,** Toronto and Montreal, as exclusive representative.

WIAC San Juan, P.R., has published Rate Card No. 4 which became effective Jan. 1.

ROBERT M. DOOLEY, for five years national sales manager of KFAB Omaha, Neb., resigns. Future plans not announced.

DON KIMEL, formerly of WOTW Nashua, N. H., joins sales staff of WEIM Fitchburg, Mass.

WGGH Marion, Ill., 500 w daytime outlet on 1150 kc, names **Sears & Ayer** as national representative.

FRED I. GEIGER, former New York state representative for Frederic W. Ziv Co., joins staff of WSYR Syracuse, N. Y., as sales representative. He replaces **CLARENCE KELLER,** who resigned to become convention bureau manager of Syracuse Chamber of Commerce.

DEL BELFLOWER, formerly with KFDA Amarillo, Tex., and Amarillo *Times,* joins commercial department of KTOK Oklahoma City.

JOHN J. COLE, sales service manager of WDTV (TV) Pittsburgh, and before that with KCMO Kansas City, Mo., and KFRU Columbia, Mo., appointed account executive for WDTV.

CBS Hollywood accounting and purchasing departments have moved to new quarters at 6111 Sunset Blvd. **JOHN MINKOWSKY** heads both departments.

STOVER J. MORRIS Jr., formerly with P. Lorillard Tobacco Co. and Southern Dairies Div. of Sealtest Inc., joins WDVA Danville, Va., as sales representative.

GEORGE GRAY, formerly with WEIM Fitchburg, Mass., WHEB Portsmouth, N. H.; WHOB Gardner, Mass., and WBMS Boston, joins sales staff of WCOP Boston.

WALTER W. CRIBBINS, formerly head of his own San Francisco novelty advertising firm, and **GEORGE Le MAITRE** join sales staff of KEEN San Jose, Calif.

HELEN McDERMOTT, chief accountant of KLAC-AM-TV Hollywood and **George Arvantes,** local business executive, have announced their marriage.

ROBERT GARLAND, of sales staff at KOOL Phoenix, Ariz., is the father of a boy.

DAVE MEBLIN, KSFO(AM) - KPIX (TV) San Francisco salesman, is the father of a girl, Amy Elizabeth.

Respects

(Continued from page 30)

for an immediate report as to morale and general reaction. Colonel William J. Donovan, now General Donovan, located Gene Brophy by telephone and she in turn gave the report which a half-hour later was on the President's desk.

From an officeless beginning Mrs. Brophy built the West Coast OCI into a potent propaganda weapon that later became the Office of War Information in St. Francisco. It grew from one employe—herself—to a staff of 550 workers. She was director of radio, news, administration and interpretation of policy, and pushed as many as 523 programs a week into Pacific fronts, often using five to six shortwave stations simultaneously.

When the Japanese tried to jam these broadcasts she pressed two obsolete RCA circuits into service. The Japs were able to jam two of the signals but a third was heard consistently and refugees returning later on the mercy ship *Gripsholm* reported many lives had been saved by OCI programs in the Philippines.

Mrs. Brophy resigned from OWI in 1943, because of her husband's ill health, and went to Phoenix, Ariz. During his three-year period of convalescence, she became aware of the need for an independent station to serve the rich Salt River Valley area's more than 300,000 people. She applied for and was granted a CP for KRUX. Granted in October 1946, the station took the air the following March.

Drawing from her experience Mrs. Brophy programmed KRUX to an impressive record of "never-before" broadcasting in Arizona. Doing away with radio's traditional commercial, the station aired three initial days of non-sponsored programs, requesting frank opinions and suggestions from the listening audience as to how to improve the station's fare.

KRUX brought Arizona listeners the first 24-hour program service, play-by-play baseball, boxing, news on the hour, a local commentator, an Easter High Mass, a regularly-scheduled symphony program and a unique Armistice program in native Indian tongues to Hopi and Navajo veterans. KRUX ranks with the top stations in listeners and has a record number of satisfied advertisers who have been with the station since its inception. Results—the station's available time is always sold out.

The diminutive, energetic owner-operator of KRUX aims to please her audience. "If the audience wants it we'll get it on the air," she says. Her staff has been well-conditioned to cancelling whole blocks of programs for a special public service job—in advance or on a moment's notice.

In addition to what would appear to be a fulltime job, Mrs. Brophy is an active member of the Phoenix Advertising Club, Chamber of Commerce, Phoenix Soroptimist, County Club, Saddle and Sirloin and Kiva Club. Nationally she participates in the NAB and Radio Executives Club. Ten years ago she married Murry Brophy. Today they live in a modest home near Phoenix. They make their work their hobby—"to get the greatest pleasure out of both," they explain.

SILVER LEAVES are pinned on shoulders of Barney Oldfield (r), former newspaperman, radio commentator, Hollywood publicist and ETO radio chief, by Brig. Gen. R. V. Ignico, commanding general, Warner Robin Air Materiel Area, on whose staff Lt. Col. Oldfield is assigned. This was the second surprise for the ex-commentator following the Christmas holiday which he spent at his home in Nebraska. While returning to the Georgia air base, the colonel, hitch-hiking by airplane, found himself included in President Truman's party making the flight to Washington from Independence, Mo.

'BETTER WAY'

First Series Offer By Hage Firm

WITH some 40 stations already signed for his sales and program service, A. Maxwell Hage last week announced that he had established his own firm with headquarters in Suite 1412 at 366 Madison Ave., New York. The new firm will specialize in material designed specifically for expanded station revenue, largely through opening approaches for new advertisers not now using radio to any appreciable extent.

The first Hage offering, already on the air in a number of markets, is called *The Better Way* and is geared for sponsorship by local industries.

Mr. Hage told BROADCASTING that this series, 52 half-hour scripts on the theme of maintaining the traditional free enterprise system of business, is the first to be offered to stations as a copy theme and framework for use by manufacturers on a purely local level. The series is being offered to stations on a flat fee basis, he said, with the amount varying according to the size of the market served by each station.

For the past two years with the radio and TV department of the *New York Daily News,* Mr. Hage had been writer-editor of the nationally syndicated Telepix Newsreel and had handled editorial assignments on the *News of the Hour* on WPIX (TV) New York. During his 20 years in radio and newspaper work, Mr. Hage has been night editor of NBC, with United Press in New York and assistant manager of the former WJAY Cleveland.

Subscribers to *The Better Way* include:

WSYR Syracuse, N. Y.; WEOK Poughkeepsie, N. Y.; WPTR Albany, N. Y.; WLNA Peekskill, N. Y.; WHUC Hudson, N. Y.; WALL Middletown, N. Y.; WVNJ Newark, N. J.; WBUD Morrisville, Pa.; WNOW York, Pa.; WCRO Johnstown, Pa.; WVAM Altoona, Pa.; WAZL Hazelton, Pa.; WGBI Scranton, Pa.; WSAN Allentown, Pa.; WPPA Pottsville, Pa.; WCMB Lemoyne, Pa.; WRAM Reading, Pa.; WVCH Chester, Pa.; WBMD Baltimore, Md.; WARK Hagerstown, Md.; WILM Wilmington, Del.; WCAV Norfolk, Va.; WLPM Suffolk, Va.; WBBB Burlington, N. C.; WHPE High Point, N. C.; WSSB Durham, N. C.; WLOS Asheville, N. C.; WIST Charlotte, N. C.; WFNC Fayetteville, N. C.; WGTC Greenville, N. C.; WHIT New Bern, N. C.; WCPS Tarboro, N. C.; WMRC Greenville, S. C.; WLTR Bloomsburg, Pa. and Decker Advertising Agency, Canton, Ohio.

SYNTHETIC MICA

NBS Claims Superior Type

MICA now can be synthesized. National Bureau of Standards scientists have succeeded in producing the substance which is a critical material in the manufacture of electrical and electronics equipment, the Commerce Dept. announced last week.

While synthetic mica essentially has the same properties as the natural, the department pointed out that it is superior in its ability to withstand high temperatures. The substance, widely used in radio and electronic equipment, owes its value to its remarkable properties as an electrical insulator.

This country, the department said, is the world's largest mica consumer although it produces only enough of the substance to meet a fraction of normal requirements. Commerce Secretary Charles Sawyer predicted that "synthetic mica production may make it possible for the United States to meet its own demands for this critical material."

Work on synthetic mica was part of a broad program of research on fluorine-type artificial minerals carried on by the NBS under sponsorship of the Office of Naval Research. The mica phase was developed in cooperation with the U. S. Bureau of Mines and the Colorado School of Mines, the Commerce Dept. said.

WKTY LaCrosse, Wis., signs exclusive agreement with Wisconsin Div., American Automobile Assn., for airing of highway information for balance of hazardous driving period.

'49 Billings

(Continued from page 20)

U. S. Sixth Army Command	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Posner Shoes, Inc.	13,164
Inland Steel Co.	11,764
United Steel Workers of America	11,740
The Textile Workers Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,240
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	4,969
Fisher Body Division General Motors Corp.	4,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,410
General Petroleum Corp. of California	1,050
Total	$42,342,225

By Agencies

Dancer - Fitzgerald - Sample, Inc.	$5,485,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Company, Inc.	1,964,929
Leo Burnett Company, Inc.	1,916,784
The Biow Company, Inc.	1,848,107
William H. Weintraub & Company, Inc.	1,590,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc	1,404,954
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,074,456
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	945,375
Cecil & Presbrey, Inc.	926,894
C. J. La Roche & Co., Inc.	818,438
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Advertising Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louis and Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,494
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	492,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,440
R. H. Alber Company	344,384
Hixson & Jorgensen, Inc.	324,724
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,954
Raymond Spector Company Inc.	266,580
Foote, Cone & Belding	241,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pietersom - Dunlap Associates	137,811
Tucker Wayne & Company	134,154
Western Advertising Agency, Inc.	125,389
Huber Hoge & Sons	110,480
Gotham Advertising Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal and Battle Advertising Agency	59,544
The Clements Company, Inc.	58,711
W. L. Gleeson & Company	48,757
Morey, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	24,704
Politicals	24,478
Beaumont & Hohman, Inc.	21,160
Lockwood - Shackleford Advertising Agency	20,596
John F. Murray Advertising Agency, Inc.	15,780
Russell Harris & Wood, Inc.	13,546
Pacific National Advertising Agency	13,352
Irwin - McHugh Advertising Agency, Inc.	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,764
Wiltman & Callahan	11,740
Furman, Feiner & Company, Inc.	11,184
Philip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Company	6,240
Abbott Kimball Co., Inc., of California	5,984
Cowan & Whitmore Advertising Agency	4,969
Honig-Cooper Company	2,160
Glasser-Gailey, Incorporated	1,410
West-Marquis, Inc.	1,050
Total	$42,342,225

Billings by Months

Month	1949
January	$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	119,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337
Total	$1,391,991

TV Advertisers

The B. F. Goodrich Company	$132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,941
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellucotton Products Co.	61,512
Bristol-Meyers Company	60,166
The Goodyear Tire & Rubber Company	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	34,770
Chesebrough Mfg. Co. Consolidated	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Association, Inc.	24,813
Libby, McNeill & Libby	24,780
A. Stein & Company	22,844
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	11,643
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corporation	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
Total	$1,391,991

TV Agencies

Young & Rubicam, Inc.	$187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennen & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer - Fitzgerald - Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,452
Needham, Louis and Brorby, Inc.	47,588
Kastor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp and Company	31,271
Henri, Hurst & McDonald, Inc.	29,752
Campbell - Ewald Company, Inc.	24,813
J. Walter Thompson Company	24,780
Louis A. Smith Company	22,844
Hoffman & York, Inc.	11,643
I. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,485
Maxon, Incorporated	1,150
Total	$1,391,991

MUTUAL BROADCASTING SYSTEM

1949 Gross Billings

Month	Monthly	Cumulative
January	$1,876,124	$1,876,124
February	1,677,257	3,553,381
March	1,775,790	5,329,171
April	1,757,432	7,086,603
May	1,788,790	8,875,393
June	1,403,880	10,279,273
July	1,133,315	11,412,588
August	1,119,364	12,531,952
September	1,178,388	13,710,340
October	1,667,482	15,377,822
November	1,316,963	16,694,785
December	1,376,910*	18,071,695

* December Billings estimated

By Advertisers

Miles Laboratories, Inc.	$1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Ronson Art Metal Works	1,142,964
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Semler Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,204
Wander Co.	387,239
Mutual Benefit Health & Accident Assn. of Omaha	373,394
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxzema Chemical Co.	336,079
Radio Bible Class	322,481
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,486
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmacal Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,874
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	103,194
Delaware, Lackawanna & Western Coal Co.	83,584
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,248
Conti Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,048
Wilson Sporting Goods Co.	62,774
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,488
Perfect Circle Co.	18,759
Political	11,511
Capehart-Farnsworth, Inc.	11,352
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallicrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstead & Johnson	5,340
White King Soap Co.	5,421
Wally Frank, Ltd.	4,904
Brown Shoe Co.	4,518
Charles B. Silver Co.	4,096
Paramount Pictures, Inc.	2,904
Twentieth Century-Fox Corp.	1,371
Total	$18,071,695

Note: December billings estimated

By Agencies

Cecil & Prebrey, Inc.	$1,872,202
Wade Advertising Agency	1,459,329
J. Walter Thompson Co.	1,211,655
McCann-Erickson, Inc.	1,066,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,124
Gardner Advertising Co., Inc.	864,449
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	490,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	475,537
Erwin Wasey & Co., Inc.	461,612
Ruthrauff & Ryan, Inc.	456,978
Gotham Advertising Co., Inc.	428,589
Aubrey, Moore & Wallace, Inc.	402,204
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,203
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,481
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,478
Huber, Hoge & Sons	211,203
O'Neil, Larson & McMahon	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	141,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.	113,818
Batten, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Bermingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,048
Ewell & Thurber Associates	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones, Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,860
Crook Advertising Agency	30,740
Weston-Barnett, Inc.	23,554
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352
Brooke, Smith, French & Dorrance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,801
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc.	5,340
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,904
Charles Schlaifer & Co., Inc.	1,371
Total	$18,071,695

Note: December billings estimated

By Product Classifications

Foods & Food Beverages	$4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353
Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionery & Soft Drinks	545,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,394
Paints & Hardware	348,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum — Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152
Total	$18,071,695

WSUA Suspends

WSUA Bloomington, Ind., 1 kw daytimer on 1010 kc, has suspended operation for a 60-day period, FCC announced Jan. 6. On the air since 1946, WSUA is planning financial reorganization.

prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Annual Awards

(Continued from page 15)

phony Hour, KSL, second prize for programs beamed to general family audience; *ZCMI Homemaker Program*, KALL, second prize for women's programs; *Tossed Solids*, KUTA, first prize for teen-age classification; *The Land of Make Believe*, KSL, first prize for children's programs; *ZCMI Breakfast Edition of the News*, KDYL, first prize for men's programs. The specific prizes were in the $5-$15 million volume store category.

Schuneman's Inc., for its *Red Rooster Hour* on WDGY St. Paul, beamed to a general family audience, captured the grand award for the audience classification and first prize in its volume category—$5-$15 million.

The grand award in the children's program classification, only other audience group to offer such an award, went to Lit Brothers for its *Lit Brothers' Magic Lady Supper Club* on WFIL Philadelphia. The program also won first prize in the sub-classification for stores doing more than $15 million volume.

Pomeroy's, Reading, Pa., and Golden Rule, St. Paul, took second and third prizes respectively for the Groups of Beamed Programs categories. Pomeroy's was honored for four shows, Golden Rule for eight beamed programs.

Other First Prizes

Other first prize winners included Goldblatt's Dept. Store, Chicago, for *The Let's Have Fun Show* on WGN, which captured first honor in the general family, over $15 million classification. Sears Roebuck & Co., Burlington, Vt., for its *Sears' Man on the Street* program on WCAX, won first prize in the volume group up to $5 million, general family category. Second prize in the general family, over $15 million group, went to Marshall Field & Co., Chicago, for *Masterpieces of Music*, aired on WNMP Evanston.

Brief radio case-histories of Goldblatt's, Sears Roebuck and Marshall Field were presented at the awards session by Mr. Mitchell and Lee Hart, BAB retail coordinator, to illustrate "a simple formula for buying and using radio time."

The potential advertiser, Mr. Mitchell said, should ask himself two questions before buying time: "What kind of results do I want?" and "What's the best program and time to produce these results?" When using time, Mr. Mitchell pointed out, he should use it to sell and measure it for results.

Goldblatt's, Mr. Mitchell said, wanted to bring traffic to the store, more phone orders and more business. It chose its prize-winning *Let's Have Fun Show* broadcast on WGN from its 8th floor auditorium, Monday-through-Friday, 12 noon-12:30 p.m.

Purposes Outlined

The time was used to (a) Advertise specific merchandise values such as men's sport shirts, home movie outfits, pop-up toasters, umbrellas and any item representing a good value buy. (b) Present merdise give-aways to plug specific item values and promote departments where they can be purchased. (c) Advertise special "phone" values for listeners only. (d) Emphasize store hours.

Results showed, Mr. Mitchell and Miss Hart outlined, that an average of 5,000 people per week entered the store to see the program; that the phone service department was flooded with orders on special phone values with as many as 90 orders received within 10 minutes after a program left the air; that 75,000 letters were received in connection with the program's Christmas contest and that Goldblatt's has noted a steady increase in business over the three years that the program has been aired, justifying its opening of new out-lying stores.

Sears Roebuck in Burlington, which wanted to sell merchandise, promote Sears' slogans, services and brands, and create store traffic, decided on *Sears' Man on the Street* to be aired on WCAX Monday-through-Friday 12:15-12:30 p.m. The show, staged at the store's entrance, gave Sears credit coupons and gift souvenir key rings to contestants and listeners who submitted questions.

To accomplish its goals, Sears used the program for individual commercials on specific items. It also utilized one question in the show's quiz to highlight a Sears brand.

Female shoppers were made to reveal what they were shopping for, and were told about the Sears brand on such items. Contestants, too, were invited into the store to hear themselves on Sears' Silvertone wire recorder. The store's slogans were used regularly.

Sears' results, noted by the judges in honoring the program, were available only in special instances where radio alone was used, and was not part of a coordinated promotion. They showed: (A) Radio promotion of new Sears' catalogues brought immediate response, with all catalogues ordered by middle of the afternoon of the broad cast. Store had had little action before from a newspaper ad. (B) Complete stock of 187 pinking shears sold as result of three commercials. (C) Complete stock of 500 dozen roses sold in one day after radio promotion. (D) Two radio programs devoted to vacuum cleaner promotion sold 27 units and department had 28.7% increase over previous year's promotion in the same period. (E) Slogans have become common knowledge; Sears' major brands are regularly identified by people interviewed. (F) Crowds in front of store attracted by broadcasts; many out-of-town shoppers attracted by program; traffic into store also, with at least 10 people a day entering store to hear their voices.

Suburban Stores

Marshall Field needed radio to promote its suburban stores, special events in advance, and the record departments of its Evanston and Chicago stores.

It chose *Masterpieces of Music* program, aired on WNMP Evanston Monday-through-Saturday, 2-3 p.m., and Sunday 12:30-1:30 p.m.

Commercials stress "unhurried shopping" and other customer ben-

NRDGA 1949 Awards

(Continued from page 15)

Honorable Mention—Luckey Platt & Co., Poughkeepsie—*Songs of our Times* WKIP, WHVA-FM
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Bressmer's Bring You the News* WCVS
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*The Sangamon Reporter* WCVS

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Stores Winning Awards for Programs Beamed to a Women's Audience

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Sibley, Lindsay & Curr, Rochester—*Tower Clock Time* WHAM
First Prize—Polsky's of Akron, Akron—*Lynn Lawrence* WAKR
Honorable Mention—Alms and Doepke, Cincinnati—*Time for Calling* WSAI
Honorable Mention—Joske's of Texas, San Antonio—*Headline News* KITE

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Pomeroy's Inc., Reading, Pa.—*Priscilla Pomeroy* WHUM
Second Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Homemaker Program* KALL
Third Prize—Maas Brothers, Tampa and St. Petersburg—*Notes to Music* WFLA
Fourth Prize—A. Harris & Co., Dallas—*Dell Rogers Recommends* KIXL
Honorable Mention—A. Harris & Co., Dallas—*What's New at Harris* KIXL

UP TO $5 MILLION VOLUME GROUP STORES

First Prize—George Wyman & Co., South Bend—*The Time, The Place, The Tune* WSBT
Second Prize—L. L. Stearns & Sons—*Sally Lilson Show* WWPA
Third Prize—Luckey Platt Co., Poughkeepsie—*Luckey's Treasure Time* WBOK
Honorable Mention—J. A. Kirven Co., Columbus, Ga.—*Kitty Kay* WRBL
Honorable Mention—Betty Lee, Warren, Pa.—*Betty Lee Fashion Show of the Air* WHAE
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Memorable Music* WTAX
Honorable Mention—Brody's, Clearfield, Pa.—*What's New Today* WCPA
Honorable Mention—Abrahamson-Bigelow Co., Jamestown, N. Y.—*Bigelow's 4191 Club* WJTN

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Stores Winning Awards for Programs Beamed to a Teen-Age Audience

OVER $15 MILLION VOLUME GROUP STORES

First Prize—J. L. Brandeis & Sons, Omaha—*Brandeis Campus Cavalcade* KFAB
Second Prize—John Shillito Co., Cincinnati—*Junior Town Meeting* WSAI

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*Tossed Solids* KUTA
Second Prize—Pomeroy's Inc., Reading, Pa.—*Be-Teen Jamboree* WHUM

UP TO $5 MILLION VOLUME GROUP STORES

Honorable Mention—Fowler, Dick & Walker Inc., Binghamton, N. Y.—*Hi-School Revue* WKOP
Honorable Mention—J. A. Kirven Co., Columbus, Ga.—*Hi Times* WRBL
Honorable Mention—The Gorton Co., Elmira, N. Y.—*Junior Round Table of the Air* WELM

• • •

Stores Winning Awards for Programs Beamed to a Children's Audience

Grand Award—Lit Bros., Philadelphia—*Lit Bros. Magic Lady Supper Club* WFIL

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Lit Bros., Philadelphia—*Lit Bros. Magic Lady Supper Club* WFIL
Second Prize—Miller & Rhoads, Richmond—*Miller & Rhoads Story Book Lady* WRNL
Third Prize—Sage-Allen, Hartford—*Kiddie Corner* WCCC

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*The Land of Make Believe* KSL

UP TO $5 MILLION VOLUME GROUP STORES

First Prize—Benjamin's, Salisbury, Md.—*Pigtail Club on the Air* WBOC

Stores Winning Awards for Programs Beamed to Men's Audience

$5 TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Breakfast Edition of the News* KDYL
Second Prize—Pomeroy's Inc., Reading, Pa.—*Pomeroy's Newscast* WRAW

Note: Jury of judges for NRDGA Retail Radio Program Contest are: Prof. Isabel Wingate, School of Retailing, NYU., Frank Silvernail, chief timebuyer, BBDO; Oscar Katz, director of research, CBS; Norman Glenn, editor, *Sponsor*; Victor Ratner, v.p. and publicity director, Macy's; James M. Gaines, director, O & O stations, NBC.

The last WORD ... for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION —WORD— OF SPARTANBURG ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

efits of suburban store-shopping, and the Monday and Thursday night shopping opportunities in those stores. Emphasis, too, is placed on such special events as college girl's back-to-school promotions and listeners are informed that all music they hear can be purchased at the Evanston or Chicago stores.

Within five months, the show obtained these results: (A) During autumn months, when many stores were suffering sales declines, the suburban stores actually showed "nice" increases. They were receiving normal newspaper advertising but were getting constant play on radio. (B) Most successful college girls promotion in history for both downtown and suburban stores. Shops received less newspaper advertising than normal, but were pushed hard on the radio. (C) Increased traffic and sales in record department.

Retailer Radio

(Continued from page 15)

spent about $180 billion as against $170.9 billion spent by national advertisers. He stressed the importance of television, with which "some stores have developed interesting results."

Presentations by four department stores were made at the Tuesday session of co-ordinated sales promotion campaigns in four different categories—specific items, departmental, storewide and national products. While results could not be directly traceable to any one medium, it was noted that in three out of the four promotions, radio figured prominently.

That television can do an effective job for retailers was stressed at Wednesday's session on visual merchandising by Arthur M. See, sales promotion manager, Saks-34th Street, New York, sponsor of *Your Television Shopper* on WABD (TV) New York.

Mr. See emphasized the outstanding selling job accomplished by Kathi Norris, the program's "shopper" and urged that retailers get on the TV bandwagon.

Finding a method to reduce the cost of television so that merchants across the country can use it with appropriations at hand is a challenge that must be met, Commander Mortimer W. Loewi, director of the DuMont TV Network, told the visual merchandising group.

"Briefly," Commdr. Loewi observed, "We at DuMont think this can be done by producing programs at low cost and moving them to inland cities in such a way as to permit their use by local advertisers. . . ."

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

NEW commentators for the Kaiser-Frazer series are Joseph C. Harsch (left) and Marquis Childs. Five-time weekly program starts today (Jan. 16) on a special labor network that includes KWIK and WFMV (FM) Los Angeles, WDET (FM) Detroit; WCUO (FM) Cleveland; WVUN (FM) Chattanooga; WCFM (FM) Washington and WFDR (FM) New York. Mr. Childs has the Monday, Wednesday and Friday programs. Mr. Harsch appears Tuesday and Thursday. Agency is William Weintraub Co.

Mason Candidate

ROBERT T. MASON, owner and general manager of WMRN Marion, Ohio, last week announced his candidacy for the Republican nomination for Congress from the Eighth Ohio District. Petitions are being circulated in the district. He previously had sought the Republican nomination in 1948.

Mr. Mason

MBS Continuity

MARION LENNOX, for four and half years in the MBS continuity acceptance department, last week was named assistant director. At the same time, Isabel Biasini, who joined MBS continuity acceptance in March of last year, was appointed assistant director of religious programs and Betty Leavitt, formerly with *Coronet* magazine, joined the continuity acceptance department.

Football Rates

PROBLEM of rate charging on the basis of an exclusive contract right for football game broadcasts will be explored at the Jan. 20-21 meeting of the South Carolina Broadcasters Assn. at the Hotel Columbia, Columbia, S. C.

WINS SALE

Pope Purchase Falls Through; ILGWU Bidding

INTERNATIONAL Ladies Garment Workers Union was reported last week to have made overtures for purchase of Crosley Broadcasting Corp.'s WINS New York, after the sale of WINS to Broadcaster-Publisher Generoso Pope fell through.

The union, which operates WFDR (FM) New York, previously applied to FCC for the WINS facilities of 1010 kc with 50 kw day and 10 kw night [BROADCASTING, Dec. 19, 1949]. The application contained an offer to buy the WINS equipment for the $512,500 sales price involved in the Pope-Crosley contract.

James Lawrence Fly of the New York law firm of Fly, Fitts & Shuebruk, representing the union, said ILGWU still hopes to obtain the WINS facility and that if Crosley agrees to the $512,500 price the union is prepared to close the deal at once. At present, however, for intra-company reasons Crosley reportedly was not in a position to carry on negotiations for sale of the station.

Announcement that the WINS sale to the Pope interests had fallen through was made by the parties early last week. The deal evaporated when Mr. Pope was unable to divest himself of his present New York area facility, WHOM Jersey City, in time to fulfill the terms of his contract with Crosley.

An announcement by James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said that the WINS sale agreement was extended from Dec. 30, the original expiration date, to Jan. 5. A WHOM announcement explained that its negotiations with a buyer could not be completed before the Jan. 5 expiration of the WINS contract.

One of the principals in the proposed WHOM sale, the station management said, has been seriously ill and unable to execute final sale papers.

According to the WHOM announcement, preliminary negotiations "covering practically all details including price" had been concluded for the sale of the station when the principal fell ill. WHOM refused to identify the proposed buyers.

Reached by BROADCASTING at his Cincinnati headquarters, Mr. Shouse said there were no plans at present for the disposition of WINS. The subject, he said, would doubtless come up at the regular meeting of the board of directors of Avco Mfg. Corp., parent company of Crosley, to be held in New York Jan. 26.

We Cut Our First *AIR WAVE*
24 Years Ago This Month!

And, during these past two-dozen years, we've served the Greater Miami area well. Man by man, mile by mile...we've grown right along in proportion with Greater Miami, now one of Dixie's Key Markets, with a population today of over 500,000 compared to approximately 100,000 in 1926!

WIOD covers this market as completely as Florida's sun...and make no mistake about that!

For the details...call our Rep
George P. Hollingbery

WIOD
FIRST IN MIAMI
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

NBC's New Lineup

(Continued from page 17)

John H. McDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; Hugh M. Beville, director of plans and research; and Ernest de la Ossa, director of personnel. The remaining staff executives continue to report directly to Mr. Denny.

"The details of the organization of the three principal operating divisions are summarized below:

THE RADIO NETWORK

"Harry Kopf, vice president in charge of radio sales, continues to head up all of our radio network sales activity, together with the functions associated with it. Reporting to Mr. Kopf are his principal sales assistants—Walter Scott, who has been promoted to the position of eastern sales manager; Paul McCluer, in charge of the Chicago office of radio sales, and Frank A. Berend, in charge of its West Coast office.

"Mr. Kopf has announced the appointment of two new account executives whom we are pleased to welcome to our company—Gordon Mills and Jack Donohue. Other members of the radio sales staff are Walter Myers, Charles Phelps, Philip Porterfield, Thurston Shays, John Van Amburgh, and Charles E. Denney Jr.

"In order to consolidate our radio network sales activities, the related functions of promotion, sales planning and research, and station relations have been brought under radio sales to form a close-knit working team with it. Charles P. Hammond, vice president in charge of advertising and promotion, continues to head all promotion and advertising activities for the radio network, and the details of the organization under him will be announced shortly.

"George W. Wallace has been promoted to the position of manager of radio sales planning and research, and is now setting up the organization of that unit. Easton C. Woolley continues as director of radio station relations, heading up a staff consisting of Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse in New York, with A. W. Kaney in Chicago and Jennings Pierce in Hollywood.

"Messrs. Hammond, Wallace and Woolley report directly to Mr. Kopf.

"Program activities for the radio network are under Thomas McCray, national radio program director. Reporting to Mr. McCray, as previously announced, are Leslie T. Harris, assistant national radio program director; Mitchell Benson, manager of package program sales, and Joel Hammil, manager of literary rights. The other principal subdivisions in the radio network organization are headed respectively by William F. Brooks, vice president in charge of news and special events for radio, and George McElrath, director of technical operations. Mr. Brooks' principal assistants in New York are Joseph O. Meyers, manager of operations; Francis Littlejohn, news desk supervisor; William Weinstein, night news supervisor, and Allen Leonard, night editor.

"In order to provide the radio network organization with its own unit for financial control and budgeting, a new position has been established in the company—that of controller for the radio network. I am pleased to announce the appointment to this position of Henry T. Sjogren, a new member of our organization.

"Messrs. Kopf, McCray, Brooks, McElrath and Sjogren are reporting directly to Mr. Denny, pending the appointment of an executive in charge of the radio network organization.

THE TELEVISION NETWORK

"The new television network organization, announced on Nov. 8, is functioning under Sylvester L. (Pat) Weaver, vice president in charge of television. As outlined in that announcement, television network operations have been organized under four principal executives: Carleton D. Smith, director of television operations; Frederic W. Wile Jr., director of television productions; George H. Frey, who has been promoted to the position of director of television sales; Norman Blackburn, in charge of the Hollywood office for the television network. Messrs. Smith, Wile, Frey and Blackburn report directly to Mr. Weaver.

"Reporting to Mr. Smith are J. Robert Myers, controller for the television network; Robert E. Shelby, director of technical operations for television; Fred Shawn, director of production services; N. Ray Kelly, acting director of syndicated films, and Sheldon B. Hickox Jr., who has been promoted to the position of director of television station relations. Other members of the television station relations department are Elmore B. Lyford, Thomas Knode, Stephen Flynn and Robert Guthrie.

"Assisting Mr. Frey in television sales are Edward R. Hitz, who has been promoted to the position of eastern television sales manager, and Eugene Hoge, in charge of the Chicago office of television sales. The remaining television sales staff includes Herbert W. Hobler, a new member of our organization; Robert H. White, Roy Porteous, Frank Chizzini, Harry T. Floyd, Herbert Anderson, Dean Banker and John Dodge. Also reporting to Mr. Frey is Robert Sarnoff, who heads up television program sales with the position of program sales manager.

"As in the case of the radio network organization, an advertising and promotion unit and a sales planning and research unit have been established to work directly with television sales. James H. Nelson has been promoted to the position of manager of television advertising and promotion and Robert W. McFayden has been promoted to the position of manager of television sales planning and research. Both report to Mr. Frey and the details of the organization under them will be announced shortly.

"Reporting to Mr. Wile as director of television production are Ernest Walling, who has been promoted to the position of television program manager; Carl Stanton, in charge of talent and program procurement, and Francis C. McCall, director of television news and special events, who is assisted by Adolph J. Schneider, manager of operations for television news and special events.

"Grouped under Mr. Walling are the NBC television producers and the directorial staff; Fred Coe, in charge of new program development; Leonard Hole, formerly an operations executive with CBS and DuMont, who has joined NBC as television production manager, and Wm. B. Miller, night program manager. Barry Bernard, William Corrigan, Delbert Mann and Alan Neuman, formerly assistant directors, have been promoted to the position of directors.

THE OWNED AND OPERATED STATIONS

"The third principal operating unit for administering the business of the NBC owned radio and television stations is headed by James M. Gaines, director of O&O stations, who reports directly to Mr. Denny. The following managers of the NBC stations report directly to Mr. Gaines: Thomas B. McFadden, manager of WNBC, WNBC-FM and WNBT (TV) New York; William McAndrew, manager of WRC, WRC-FM and WNBW (TV) Washington; John McCormick, manager of WTAM, WTAM-FM and WNBK (TV) Cleveland; Irving E. Showerman, vice president and manager of WMAQ, WMAQ-FM and WNBQ (TV) Chicago; Lloyd E. Yoder, manager of KOA, KOA-FM Denver; John W. Elwood, manager of KNBC and KNBC-FM San Francisco.

"The operation of KNBH (TV) Hollywood and NBC's other activities in Hollywood remain under the supervision of Mr. Strotz, who reports directly to Mr. Denny.

"As in the case of the radio and television network organizations, the O&O organization has its own controller who reports to Mr. Gaines. I am very pleased to announced that Hamilton Shea has joined NBC as controller for the O&O stations.

"In order further to consolidate relating to the NBC-owned stations, National Spot Sales has been brought within the O&O station organization, with James V. McConnell, director of National Spot Sales, reporting to Mr. Gaines.

"The integrated services under Mr. Hedges include various operating activities which cannot be assigned exclusively to the radio network, the television network, or the O&O Stations. Reporting to Mr. Hedges are Arch Robb, who has been promoted to the position of manager of program services; Harry A. Woodman, manager of the traffic department; Edward M. Lowell, director of building and general services, and Peter M. Tintle, manager of guest relations.

"The units under Messrs. Lowell, Woodman and Tintle remain as before, but program services under Arch Robb represents a consolidation of a number of related activities headed by the following, all of whom report directly to Mr. Robb: Thomas H. Belviso, in charge of music rights and the music li-

Gates *has it*

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BROADCASTING STATION
GATES RADIO COMPANY

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ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

brary; Roy Shield, orchestra contractor; Frederick Knopfke, sound effects supervisor; Pat Kelly, supervisor of announcers; William Ervin, set-up supervisor; Audrey Hanse, studio scheduling supervisor, and Joan Cottingham, script routing supervisor.

"In addition to the four principal units reporting to Mr. Hedges, the following will also report to him: Albert E. Walker, executive assistant in charge of special services; Marie F. Dolan, manager of transportation; Frances Sprague, chief librarian, and Charles G. Hicks Jr., manager of radio recording.

"With the foregoing, we have completed a very substantial part of the organizational changes which have been under study for the past several months. You will be advised of additional appointments and further details of our operating organization as these remaining steps are accomplished.

"I am very much gratified that the realignment of functions and the reorganization of our radio network, television network and O&O operations into separate units have provided so many opportunities for promotion from within our ranks. On behalf of the company, I am very pleased to welcome the new members of our organization who have been engaged to help us conduct our expanding business."

Former associations of those mentioned by Mr. McConnell as new members of the company are:

In radio network sales—Mr. Mills formerly was business manager of the radio department of the Kudner Agency, New York, and Mr. Donohue was eastern sales manager of ABC.

The new controller of the radio network, Mr. Sjogren, formerly was controller of Deering-Milliken Co. and assistant controller of Johns-Manville Co.

In television sales, Mr. Hobler formerly was a salesman with MBS.

In the owned-and-operated stations division, the new controller, Mr. Shea, is a former finance executive with Tel Autograph Co. and Emerson Chemical Corp.

The new program manager of the television network, Mr. Walling, has been an NBC television producer since last August. Before that he had been program manager for three years with WPTZ (TV) Philadelphia.

Mr. Hole, who is NBC television's new production manager, was manager of CBS television operations for three years before joining the Navy in 1942. After service he returned to CBS, later became general manager of WABD (TV) New York and subsequently operations director of the DuMont TV Network.

First 15 Pacific Hooperatings—December 1949

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)†	6	American Tobacco (BBDO)	36.4	34.9	+1.5	1
Charlie McCarthy (CBS)†	6	Coca-Cola (D'Arcy)	34.9	24.9	+10.0	2
Walter Winchell (2 mos.) (ABC)†	6	Kaiser-Frazer (Weintraub)	28.7	18.0	+10.7	12
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	22.6	24.8	—2.2	3
Bing Crosby (CBS)	6	Liggett & Myers (N-E)	22.4	22.7	—0.3	6
Bob Hope (NBC)	6	Lever Bros. (BBDO)	21.2	22.9	—1.7	5
Red Skelton (CBS)	6	Procter & Gamble (B&B and Seeds)	20.7	15.1	+5.6	17
My Friend Irma (CBS)	6	Pepsodent Div.-Lever (FC&B)	20.2	14.7	+5.5	21
Radio Theatre (CBS)	6	Lever Bros. (JWT)	19.7	17.6	+2.1	14
Groucho Marx (CBS)	6	Elgin-American (W&G) Illinois Watch Case	18.3	13.8	+4.5	28
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	17.9	6.8	+11.1	89
Horace Heidt (CBS)	6	Philip Morris (Biow)	17.7	23.1	—5.4	4
People Are Funny (NBC)	6	B & W Tobacco (Seeds)	17.3	19.6	—2.3	10
Great Gildersleeve (NBC)	6	Kraft Foods (NL&B)	17.2	14.1	+3.1	24
Godfrey's Talent Scouts (CBS)	6	Lipton Div.-Lever (Y&R)	16.8	14.7	+2.1	20
Louella Parsons (2 mos.) (ABC)†	6	Andrew Jergens Co. (Orr)	16.8	13.8	+3.0	27

† Second broadcast on same day provides more than one opportunity to hear program.

WRC-WNBW (TV)

Split Radio-TV On NBC Lines

RADIO and television functions have been separated at WRC (AM-FM) and WNBW (TV) Washington to conform with the general NBC reorganization, William R. McAndrew, general manager of the stations, announced last week.

Effective immediately, the sales and program staffs for radio and TV are to be separated. Mahlon Glascock is manager of the newly-created sound radio sales department, which is responsible for all sales, press, promotion and advertising functions for WRC. Jay Royen, formerly WRC-WNBW press manager, becomes supervisor of this department, reporting to Mr. Glascock.

Charles de Lozier has been named manager of a new television sales dept., which is to be responsible also for WNBW's press, promotion and advertising. Former WRC-WNBW Promotion Manager Thomas D. Geoghegan will act as supervisor.

Another unit newly-established is the controller's dept. with supervision of all financial, accounting, office service and personnel functions for WRC-WNBW. George Sandefer is station controller.

A department of public affairs and integrated services, Mr. McAndrew said, will be responsible for functions serving both radio and TV in the fields of public affairs, news, sports, music, traffic, building services, continuity acceptance and night operations. Manager is Eugene Juster, former WRC-WNBW program director.

Mr. McAndrew had announced previously the appointment of Kenneth French as manager of the sound radio department, in charge of all radio functions which do not overlap video. Ralph Burgin is manager of the television program department.

Anderson Promoted

APPOINTMENT of P. S. Anderson as general sales manager of KMOX St. Louis was announced last Thursday by E. H. Shomo, general manager of the CBS outlet. A native of Denver, Mr. Anderson joined KMOX in 1945 as account executive. On Oct. 1, 1948, he was appointed local sales manager and continued in this post until his promotion last week to general sales manager.

Mr. Anderson

MARY PICKFORD

NBC Programs Are Set

MARY PICKFORD last week signed an exclusive contract for a daytime and nighttime series of programs over NBC. The network is to have not only exclusive rights to her radio performances but also to her television appearances. The veteran motion picture actress may star in a video series next fall.

Her two radio programs will be transcribed before Feb. 15. The daytime show, 15 minutes, will feature her as a commentator. The evening show, titled *Mary Pickford's Theatre of Valor*, will be a 30-minute presentation weekly in cooperation with official government agencies and will relate stories of heroism principally centered about American servicemen in World War II.

At the contract signing, she was represented by her manager Mal Boyd. Both programs will be packaged by P. R. B. Inc., the firm jointly owned by Miss Pickford, Buddy Rogers and Mr. Boyd.

Zorbaugh Named

GERALDINE B. ZORBAUGH, ABC assistant secretary and member of the network's legal department since 1943, has been appointed assistant general attorney of the company, Joseph A. McDonald, ABC vice president and general attorney, announced last Tuesday. She is a graduate of New York U. and NYU School of Law.

Mrs. Zorbaugh

Upcoming

Jan. 18-19: RMA Industrial Relations Committee conference, Statler Hotel, New York.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
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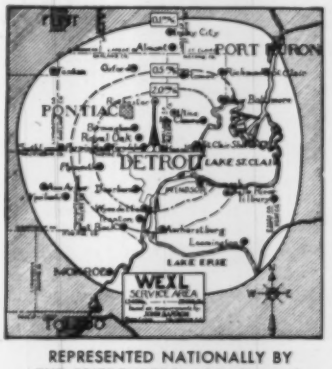

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WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

NAB RADIO Committee members attending last week's meeting (l to r): Front row—Ralph W. Hardy, NAB Radio Division director; Kenyon Brown, KWFT Wichita Falls, Tex.; Simon R. Goldman, WJTN Jamestown, N. Y., chairman; William B. Quarton, WMT Cedar Rapids, Iowa; Robert T. Mason, WMRN Marion, Ohio; Walter W. Wagstaff, KIDO Boise, Ida.; back row—Lester W. Lindow, WFDF Flint, Mich.; Owen F. Uridge, WQAM Miami; Armand Hunter, WFIL Philadelphia; Lawrence W. McDowell, KFOX Long Beach, Calif.

NAB TELEVISION Committee members at Washington meeting (l to r): Front row—Ewell K. Jett, WMAR-TV Baltimore; John M. Outler Jr., WSB-TV Atlanta; Eugene S. Thomas, WOIC(TV) Washington, chairman; Robert D. Swezey, WDSU-TV New Orleans; Dwight Martin, WLWT(TV) Cincinnati; B. J. Rowan, WRGB(TV) Schenectady; back row—George M. Burbach, KSD-TV St. Louis; J. Gorman Walsh, WDEL-TV Wilmington, Del.; G. Emerson Markham, NAB Television Division director; Roger W. Clipp, WFIL-TV Philadelphia; C. E. Arney Jr., NAB secretary-treasurer.

NAB BROADCAST Advertising Committee members at last week's session (l to r): Gordon Gray, WIP Phildelphia; Maurice B. Mitchell, Broadcast Advertising Bureau; William B. Ryan, KFI Los Angeles, chairman; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL Arlington, Va.; F. C. Sowell, WLAC Nashville.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Simon House

I MUST HAVE DONE SOMETHING WONDERFUL

On Records: Dennis Day—Vic. 20-3596; Alvy West—Dec. 24799; Margaret Whiting — Cap.,* David Rose — MGM,* Artie Wayne—Mer.* (*soon to be released).

On Transcription: Sunset Trio—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

NAB Revamping Upset

(Continued from page 15)

sales job without political or minority pressures.

While BAB was getting a vote of confidence, it also suffered a sideswipe for its aggressive selling against newspapers. This took the form of a statement by A. H. Chapman, president of WGBA-AM-FM Columbus, Ga., and of the *Columbus Ledger*, *Columbus Enquirer* and *Sunday Ledger-Enquirer*.

Mr. Chapman announced that his stations were resigning from NAB because of BAB's "anti-newspaper campaign." A flurry of similar resignations occurred in mid-1949 for similar reasons but quickly subsided. Last week WQXR New York, owned by the *New York Times*, resigned from NAB on the ground that the service it received did not justify the "substantial membership fees involved." WNEW New York has resigned because it felt it could spend its $7,000 dues more constructively on new programming [CLOSED CIRCUIT, Jan. 9.]

Charging that BAB has adopted the "tearing down of the newspaper advertising medium" as radio's chief selling point, Mr. Chapman said he had written NAB President Justin Miller more than six months ago, after Maurice B. Mitchell, BAB director, had made a talk in Columbus. Judge Miller acknowledged the letter "and the seriousness of the problem, promising to reply in length after the NAB board meeting which was then imminent," Mr. Chapman said.

"Two NAB board meetings have transpired since that time," Mr. Chapman added and he is still waiting for a reply from Judge Miller.

He termed the BAB tactics "embarrassing" to NAB members with newspaper affiliation making "completely unusable these expensive sales tools prepared by BAB, the funds for which are provided through the NAB dues which are paid by all station members, whether newspaper-affiliated or not."

Suggests Clinic

Walter M. Windsor, manager of WGBA, observed that NAB and BAB had "enthusiastically received" his suggestion that BAB sponsor sales training clinics but that nearly a year had passed without any action in that direction.

The WGBA resignation called attention to one of BAB's most serious problems—a problem involving high board policy. The fact that newspaper stations would resent the aggressive radio selling demanded by large segments of NAB's membership was anticipated when BAB was created by the board at its Chicago meeting last April. To meet the problem the board decreed a spot outside NAB itself for the sales-promotion job, leaving BAB free to enter the media battle with its fists flying.

Last July the board decided BAB, while operating within the sphere of the president's office, should be separately incorporated and not be subject to the two new Radio and TV Divisions. Then it reversed this action last November by ruling that BAB remain within the association structure with a status similar to other NAB departments.

When the board failed to define the duties of the Radio and TV Division directors at its November meeting, it decreed that the tri-committee meeting be held to recommend the relationship of BAB and the divisions.

The three committees brought together the experience of a half-dozen board members of diversified broadcast and television interests plus the viewpoints of a score of committeemen representing all types of stations.

They talked and drew charts for two days. The talking was unhampered by any keeper of the minutes. Various phases of the NAB administrative setup were criticized at times, with frequent references to individual members of the headquarters organization.

Favors Separation

The Broadcast Advertising Committee, headed by William B. Ryan, KFI Los Angeles, took a strong position in favor of separate bureau status for BAB, feeling it should report directly to the president and not through any subordinate division or individual.

The Radio Committee, with Simon R. Goldman, WJTN Jamestown, N. Y., as chairman, covered in great detail the operation of the Radio Division and other association functions. Considerable feeling was apparent that the division should not rate structurally above BAB.

The Television Committee, headed by Eugene S. Thomas, WOIC (TV) Washington, is understood to have favored retention of the divisions whereas many members of the other two committees questioned the need of a Radio Division though conceding a Television Division might serve a useful purpose in view of the visual industry's relative youth.

Eventually the three committees reached an agreement and adjourned late Tuesday afternoon. The Television Committee held a special meeting after adjournment to discuss special NAB projects for TV members.

In some of the informal discussion, committeemen observed that C. E. Arney Jr., present secretary-treasurer, was operating with sharply curtailed powers as compared to past years when the sec-

1950 **January 16** 1950

Call Frazier & Peter re: Increasing profits

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NAB ELECTION

18 Directors Involved

EIGHTEEN NAB directorships will be voted on by the membership after the nomination process, started last week, is completed Jan. 25. Exactly two-thirds of the 27 board members are affected.

Final ballots for the eight directorships in even-numbered districts and 10 directors-at-large will be mailed Feb. 4 to member stations in the respective districts and at-large classifications. Results of the balloting will be announced Feb. 28, with those elected taking office for two-year terms starting at the annual convention April 17-18.

Persons receiving five or more valid nominations are eligible to places on the final ballots.

Seven of the 18 board members whose terms expire next April are ineligible to run for election under interpretation of a new by-law limiting service to two consecutive terms. Directors-at-large will serve two-year terms instead of one year, starting in April.

NAB last week had not issued an interpretation of the status of Robert Enoch, District 12 director, who has resigned as general manager of KTOK Oklahoma City [BROADCASTING, Jan. 9].

retary-treasurer also served as a general manager.

Though discussion centered on job definition rather than personalities, Mr. Arney was mentioned frequently for the secretary-field director post. Among names discussed for the treasurer-general post, presumably the No. 2 spot under the president, was that of Ralph Hardy, director of the Radio Division.

Another informal suggestion centered on the theory that the two similar positions need not be separated in view of Mr. Arney's decade of NAB experience.

A number of committeemen felt that full authority to keep all association functions running during the president's absence should be vested in a top staff executive. This function formerly rested in the executive vice president, a post that was abolished by the board last July.

Many of the committeemen felt the two-day meeting had clarified the thinking about NAB's reorganization. Their ideas, representing substantial industry interests, will be taken up by the board Structure and Finance Committees next week.

These committees, in turn, will report to the board at its Feb. 8-10 meeting at Chandler, Ariz. Final decision is up to the board.

After the three-ply meeting, Judge Miller commented that he thought the plan might work but this was construed as a dubious endorsement.

Members Present

All members of the three committees were present (see photos) except Glenn Shaw, KLX Oakland, Calif., and Hugh B. Terry, KLZ Denver (alternate) of the Radio Committee, both NAB directors; Robert Enoch, formerly of KTOK Oklahoma City, a director and alternate member of the Broadcast Advertising Committee, and Donn Tatum, KTSL (TV) Los Angeles, of the Television Committee.

Scheduled to meet Monday and Tuesday of next week, the board's Structure Committee consists of Clair R. McCollough, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, WASH (FM) Washington; Paul W. Morency, WTIC Hartford, Conn.; Henry W. Slavick, WMC Memphis.

On the Finance Committee are John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston; Clyde W. Rembert, KRLD Dallas; William B. Quarton, WMT Cedar Rapids, Iowa; Harry R. Spence, KXRO Aberdeen, Wash.

Gag Rule

(Continued from page 17)

on reporting of crime news, but Justice Felix Frankfurter issued a written opinion in which he said it was impractical for the court to explain why it had denied a hearing.

The court's denial, he said, "simply means that fewer than four members of the court deemed it desirable to review a decision of the lower court as a matter 'of sound judicial discretion'."

Justice Frankfurter said the court is too busy to give reasons for refusal to review cases, adding that the Baltimore refusal carries with it "no implication whatever regarding the court's views on the merits of a case which it has declined to review." He declared the action "does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. The issues canvassed in the opinions of the court, and which the State of Maryland has asked us to review, are of a nature which very readily lend themselves to misconstruction of the denial of this petition. The present instance is peculiarly one where the redundant becomes the necessary."

He went on to say that the action does not affect interpretation of previous Supreme Court decisions on contempt.

"The issues considered by the Court of Appeals bear on some of the basic problems of a democratic society," Justice Frankfurter wrote. "Freedom of the press, properly conceived, is basic to our constitutional system. Safeguards for the fair administration of criminal justice are enshrined in our Bill of Rights.

"Respect for both of these indispensable elements of our constitutional system presents some of the most difficult and delicate problems for adjudication when they are before the court for adjudication. It has taken centuries of struggle to evolve our system for bringing the guilty to book, protecting the innocent, and maintaining the interests of society consonant with our democratic professions.

"One of the demands of a democratic society is that the public should know what goes on in courts by being told by the press what happens there, to the end that the public may judge whether our system of criminal justice is fair and right.

Basis of Evidence

"On the other hand our society has set apart court and jury as the tribunal for determining guilt or innocence on the basis of evidence adduced in court, so far as it is humanly possible. It would be the grossest perversion of all that Mr. Justice Holmes represents to suggest that it is also true of the thought behind a criminal charge '. . . that the best test of truth is the power of the thought to get itself accepted in the competition of the market (Abrams v. United States, 250 U. S. 616, 630.)'

"Proceedings for the determination of guilt or innocence in open court before a jury are not in competition with any other means for establishing the charge."

Explaining that he had set forth a list of English decisions dealing with the reporting of criminal proceedings, he said: "Reference is made to this body of experience merely for the purpose of indicating the kind of questions that would have to be faced were we called upon to pass on the limits that the Fourteenth Amendment places upon the power of States to safeguard the fair administration of criminal justice by jury trial from mutilation or distortion by extraneous influences. These are issues that this court has not yet adjudicated. It is not to be supposed that by implication it means to adjudicate them by refusing to adjudicate."

Justice Frankfurter's statement was headed, "Opinion of Mr. Justice Frankfurter respecting the denial of the petition for writ of certiorari." This is an unusual heading, creating the idea that it merely was his own personal opinion.

The original proceeding that led to the chain of legal events grew out of the broadcast of news covering the confession and prior criminal record of Eugene H. James, who subsequently was hanged for the July 6, 1948, murder of an 11-year-old girl. The Baltimore city court held the three stations and Mr. Connolly in contempt for broadcasting this news after the arrest, though the news came from police officials.

The local court acted under its Rule 904, which had imposed a gag on crime reporting. A special appellate court upheld the convictions for contempt but the Maryland Court of Appeals held Rule 904 void and it no longer is in operation.

WGAD TO ABC

Replaces Defunct WGNH

IN A MOVE to improve its radio facilities, ABC has affiliated WGAD Gadsden, Ala., a 1 kw station, replacing the 250 w WGNH, which has ceased operation.

WGAD, formerly an MBS affiliate, is owned by General Newspapers Inc., with Joel Robertson as manager. Mutual has replaced the station with the signing of WJBY Gadsden, a 250 w station owned by Gadsden Broadcasting Co., with contract effective Jan. 29.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

FCC WORKLOAD

'49 Applications Drop 19%

FCC'S ROUTINE workload in the broadcasting field is falling off.

In its 15th annual report to Congress, submitted Wednesday, the Commission noted a 19% drop in the number of broadcast applications filed during fiscal 1949 as compared to the year before (6,268 in fiscal 1949; 7,710 in fiscal 1948).

The report showed 2,156 applications pending June 30, 1949, as against 2,555 when the fiscal year opened. Those requesting new stations had dropped from 1,170 to 932. The number of hearing cases of all broadcast types had fallen from 718 to 599.

Where the number of new applications seems to be declining, however, the Commission's "policy" problems are holding their own if not gaining. The following are among those listed in the report as policy questions yet to be decided: Network representation of affiliates for the sale of spot advertising; the clear-channel proceeding; new multiple ownership rules, and proposed changes in main-studio rules.

The report sketched this history of broadcasting developments between July 1, 1948 and June 30, 1949, the Commission's 15th year:

In broadcasting matters the year was marked by such a rush for television facilities that action on applications for new TV stations was deferred pending proceedings looking toward extending TV operations into the UHF, adopting a nation-wide channel assignment plan covering commercial video broadcasting in both bands, and, at the same time, inquiring into the possibility of color television.

Even so, the year closed with 71 television stations serving 42 cities and metropolitan districts. In addition, more than 200 television stations were in experimental operation.

Though 150 additional FM stations went on the air during the year, the total number of FM authorizations decreased by 155. However, FM service was available over almost all of the eastern half of the U. S., over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. Thus, more than 100 million people were within range of one or more FM stations. Also, this was the first year of facsimile operation on a commercial basis over FM stations.

Standard (AM) broadcast authorizations climbed to nearly 2,200. However, fewer AM stations were authorized than in 1948. Greater difficulty was experienced in wedging into this now very saturated band.

The 58 noncommercial educational stations represented a gain of 12. International broadcast stations continued at 37. The 10 categories of broadcast services together had more than 4,000 stations.

Aggregate AM broadcast income for the calendar year 1948 decreased over 10% from the previous year, while that of the four major networks dropped more than 5%. Of 593 AM licensees operating FM stations, 77 reported separate revenues from their FM operation with only four of the latter showing income. Of 107 FM stations with no AM connection, all but three of the 89 reporting stations showed a loss. The four TV networks and 50 TV stations on the air during the year all reported an operating loss.

A tabulation of AM, FM, and TV authorizations showed that Texas had more such grants collectively than any other state, closely followed by California, then Pennsylvania, New York, and North Carolina, in that order. However, Pennsylvania had the most FM authorizations, while New York led the TV list. Chicago had more broadcast grants than any other city. New York and Los Angeles headed the FM and TV lists, respectively.

In June the Commission affirmed the right of broadcast licensees to editorialize as part of their presentation of public issues, but reiterated that such views may not be used to achieve a partisan or one-sided objective.

The report pointed out that other "policy" questions decided during the year included adoption of anti-giveaway rules (they were subsequently suspended pending court tests); repeal of the Avco Rule on station transfers; and adoption of special rules relating to station sales in which broadcast rights are reserved by the seller.

HOOPER

Urges Research Standards

IN A hard-hitting speech that many of his listeners construed as the opening gun in a new broadcast ratings war, C. E. Hooper, head of C. E. Hooper Inc., last Monday challenged the Radio & Television Research Council of New York to set new and higher standards for audience research measurements and to educate newcomers to the field in the basic principles of sound research technique.

As he castigated the unknown acceptance of some of the techniques now being used, veteran researchers recalled similar speeches in the early '40's when the Hooper-CAB (Cooperative Analysis of Broadcasting) struggle raged most fiercely and wondered if the war for a single standard rating must be fought all over again less than 10 years later.

Addressing a luncheon meeting of the council at the Hotel Lexington, New York, Mr. Hooper deplored the ignorance of post war entrants into the field concerning "the three foundation stones of audience research—adequacy of sample, representativeness of sample and validity of data." Before the war, he said, the "clinical data in this new field—audience research"—were examined with a critical eye. "Principles were getting ready to emerge. Industry decisions were beginning to be made about samples and methods, some with an air of finality."

But since the war's end, he noted, many of the pre-war experts have moved into other fields, with newcomers taking their places. These newcomers, he added, "have been so busy getting caught up that . . . they have had neither time nor opportunity to acquire the knowledge gained during the five years of clarification which preceded the war. Everything that happens now looks new to them."

Mr. Hooper concluded by declaring that "standards of audience measurement are set and reset each day by what this and kindred groups consider to be acceptable practice. You have responsibility," he told the research council members, "you should examine current practices. You should insist on corrective measures. You should set new, higher performance standards for the second half-century."

Questioned by BROADCASTING after the meeting, Mr. Hooper admitted that the speech was the beginning of a campaign to be conducted at the station level designed to free the industry of invalid research methods. Rosters and unadjusted diaries will be his particular targets, he stated.

Hooper Sale Denied

C. E. HOOPER last week denied a report that he was planning to sell his audience research organization to A. C. Nielsen, head of a company which also measures radio and TV audience. Nielsen firm uses the "Audimeter," mechanical device attached to a receiver in such a way as to record all dial tunings. Mr. Hooper declined to amplify his flat denial of an impending sale of C. E. Hooper Inc.

Gates Sales Meet

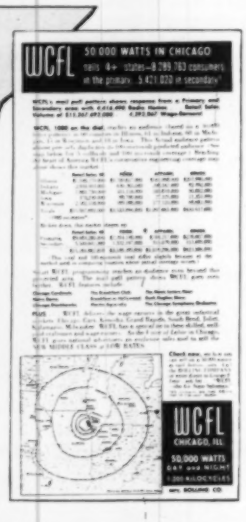
OVER a dozen new products for the broadcasting communications industry were introduced to sales personnel of Gates Radio Co., attending the equipment firm's annual sales meeting at Quincy, Ill. Jan. 5-6. Two-day national conference included a tour of the Gates factory and demonstrations of machinery additions made the past several weeks.

Service-Ads go to client meetings with Radio Director

"STANDARD RATE's Radio Section is always with me," says the R. D. of one large agency. "Even when I go to talk with clients I put it in my briefcase. It gives me all—and I mean *all*—the basic quantitative information I need on any station, except coverage. And I welcome ads in it that tell me something that the station listings don't tell, such as coverage information. Such ads are useful."

You, too, have probably noticed that many stations are supplementing their SRDS listings with Service-Ads* that give additional buying information, like WCFL's Service-Ad shown here.

Note to Station Managers: The SPOT RADIO PROMOTION HANDBOOK reports the sort of station information time buyers say they want. It's full of promotion ideas. Copies are available from us at a dollar each.



For your convenience WCFL runs such Service-Ads* as this near their listing in SRDS Radio Section.

*SERVICE-ADS are ads that supplement and expand SRDS listings with useful information that helps buyers buy.

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XUM

JANUARY 16, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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for your money?

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If you have a message for the Homemaker,
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way to *show* her while you *tell* her. Remember,
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TELEVISION DUMONT NETWORK

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Du Mont's Newest
SHOPPERS' MATINEE

An afternoon in an imaginary department store with delightful segments on food, fashions, glamour, homemaking, photography, song and entertainment.

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....with **some good markets still open.**

RATINGS: Oct.-Nov. Hooper for Los Angeles—27.4 average weekly Telerating, with 60.2% average share-of-TV-audience. Rated far above all other shows as **TV Program liked most by Los Angeles children** in Woodbury College's November 1949 TV Survey. Voted "Top Children's Show"—both Hollywood and Coast-to-Coast — in 1949 **Tele-Views** Program Popularity Poll.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children's variety and others... at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

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A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

XUM

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JANUARY 16, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR'S PUBLIC DEBUT

CBS Opens Demonstrations in D. C.

By DAVID W. BERLYN

CBS COLOR was shown to the general public for the first time Thursday. Reaction to its public debut in Washington was as varied as the number of opinions heard at FCC's color hearings.

The half-hour showings, twice-daily, 11 a.m. and 1 p.m., Mon.-Sat., will continue through the end of this month. Using studio facilities of WTOP Washington, CBS AM affiliate, the telecasts are transmitted over WOIC (TV). Tickets for the showings, held in the Walker Bldg.'s lobby in downtown Washington, are complimentary.

According to CBS, a total of 10,000 people are expected to have witnessed the telecasts by the demonstrations' close. Some 300 people jammed the building lobby Thursday where eight 12½-inch receivers were installed.

Among the viewers interviewed by TELECASTING was Mitchell Wolfson, president of WTVJ (TV) Miami. He said the demonstration was impressive and the picture quality good. Floridians, Mr. Wolfson commented, would be interested in getting color quickly but urged that any accepted system be compatible because "we can't afford to waste TV sets now in use; we must be able to do the job." He said color TV would be "acceptable now to 999 out of 1,000 people."

Viewers' Opinions

Others interviewed at random chorused delight at seeing color for the first time. Most of them owned black-and-white sets. Every one interviewed, who was familiar with adapters, said such modifications would not be acceptable.

Miriam Dickey, secretary-treasurer of the Midnight Sun Broadcasting Co., owner and operator of KFAR Fairbanks and KENI Anchorage, visited the demonstration while in Washington on official business. She said she was surprised that color TV's development "is as good as it is." She compared it to movie technicolor as against Hollywood's regular black-and-white.

The Thursday telecast featured Patty Painter, CBS' "Miss Color Television," and her fashion show, color patterns and shots of Van Gogh paintings. Miss Painter was introduced to the audience by a puppet show entitled, *Alice in Colorland*.

Other comments from viewers ranged from "color has arrived" by a housewife, to a Pittsburgh radio dealer who thought the presentation was carefully staged according to color contrast, and noted lack of action. The dealer wondered how regular pick-ups of varied shows or sporting events would appear over the home set or at his store for customer demonstration. His conjecture was that "this fashion type" of programming would prove successful for the woman viewing TV in the daytime but he reserved judgment on its effectiveness for nighttime programming.

A Dept. of Agriculture employe said the program was enjoyable and that he would be inclined to purchase a set which would receive both color and monochrome transmissions. A churchman said "the difference between black-and-white and color is like between day and night," and concluded he would not buy a set until color could be received. An attorney thought from the national advertiser and retailer's point of view that "color has what black-and-white will never have—realism." One woman viewer said "color is better on the eyes" but another housewife said she thought some of the colors were "too bright and needed to be toned down."

CBS late Thursday released preliminary survey results from questionnaires distributed at the day's showings. According to the CBS check: Some 89.9% found color much more enjoyable than black-and-white; 85.5% said overall quality of color TV pictures was excellent, very good or good; 57.6% thought brightness "just about right" while 39.4% felt pictures

(Continued on Telecasting 14)

VIEWING both CBS' Washington color TV demonstrations and public reaction to them are these CBS executives (l to r): Joseph Ream, executive vice president; Eric Sevareid, Washington correspondent; Adrian Murphy, vice president and general executive, and Earl Gammons, vice president in charge of the Washington office.

THEATRE SERVICE

FCC Orders Hearings

AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and proposed common carrier facilities could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No date has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than two dozen petitions resulted from the Commission's request of last summer for information from the movie industry on its needs for such a national theatre TV service and for data on developments to date which would be involved in such operations [TELELCASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 50 mc channels in the 6,000 mc area for distribution of high definition monochrome or color programs, with up to 60 such channels required in large cities [TELECASTING, Sept. 5, 1949].

In calling the fact-finding hearing, the Commission indicated it was not satisfied with information already on hand that the service proposed could not be handled satisfactorily by use of common carrier facilities or by coaxial cable and wire rather than radio relay. Pending this hearing, the Commission extended to April 3 the several outstanding temporary authorities of Paramount Television Productions and 20th Century-Fox Film Corp. for experimental TV relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre equipment has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitions, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.

Petitions were filed by:

SMPE; American Theatres Corp.; Neighborhood Theatres Inc.; Theatre Owners of America; Motion Picture

(Continued on Telecasting 15)

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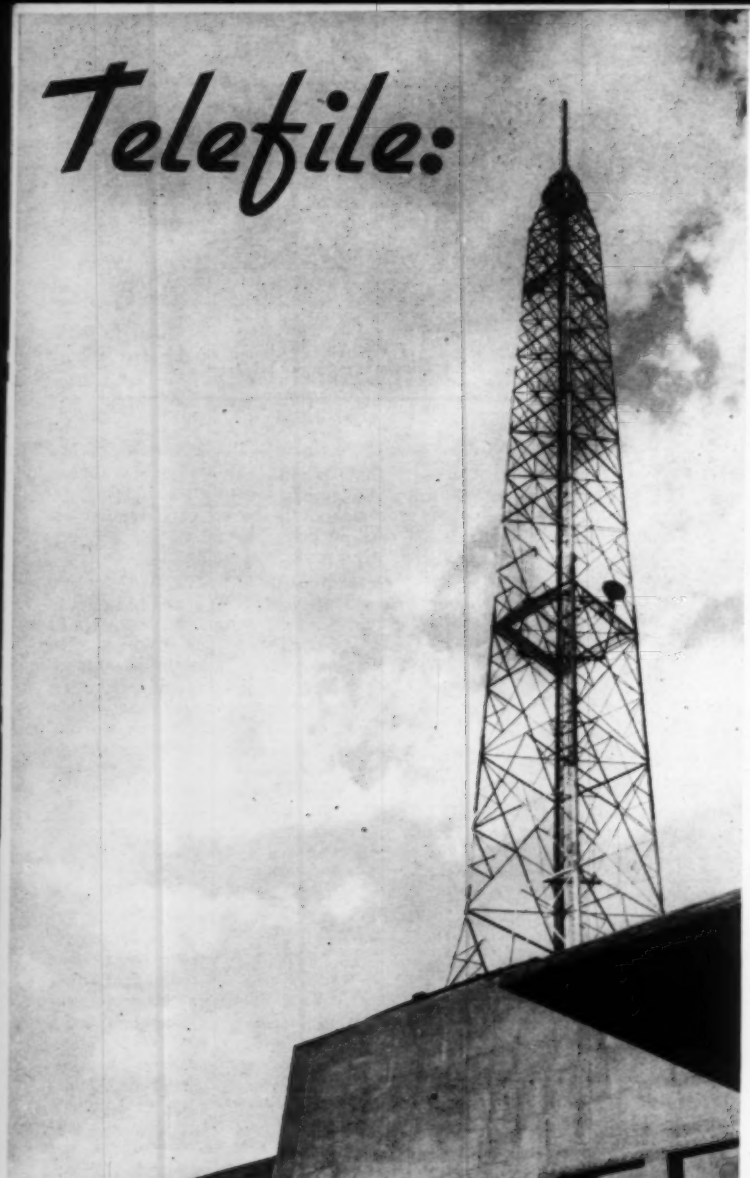


HIGHEST point in District of Columbia is TV antenna atop this tower at WOIC's $800,000 plant.

* * *

WOIC (TV) OBSERVES ANNIVERSARY OF SERVICE IN THE CAPITAL

SHORTLY after the World War II shooting had stopped, Bamberger Broadcasting Corp. went to work on its plans to develop television properties in New York and Washington.

Familiar with the rigors of electronic enterprises through more than a decade-and-a-half experience with its WOR New York, Bamberger didn't know what real shooting was like until it picked out a nice tower site on a high Washington hill.

At that point forces were set in motion—forces that utilized all the devices of official Washington—as residents of the adjacent area objected to the encroachment of a television tower.

Final result was a victory for the residents, forcing Bamberger to hunt another high spot. As often happens, defeat was turned into victory when a still higher site was found nearby. When another violent series of residential maneuvers had been duly disposed of in Bamberger's favor, the applicant was the delighted owner of what is called absolutely the highest non-government owned spot in the District of Columbia—410 feet above sea level.

The final result was WOIC (TV), a hustling and vital segment of the Washington economy that promises to break into the black before 1950 becomes history.

Bamberger has just changed its radio name to General Teleradio Inc. because the original title was of Newark department store derivation. General Teleradio is owned by Macy's Department Store, New York.

The Washington television segment of Macy's radio-TV operation is proud of its appropriate WOIC call letters, a video symbol whose promotional value has been thoroughly exploited in the highly competitive four-station market. This week the station is celebrating its first anniversary on the air.

Last of the four Washington TV outlets to take the air, WOIC started off with a cornerstone laying Oct. 15, 1948. FCC Commissioner Wayne Coy took part in the ceremonies as official Washington gathered at the 40th & Brandywine St. site in Northwest Washington. Just three months later—Jan. 16, 1949—WOIC officially began telecasting.

* * *

THE modern WOIC building, representing an $800,000 investment, is located a few feet from a fast-growing uptown business area and almost adjacent to a large Sears Roebuck store. The 300-foot tower looks down on the saucer-like downtown area and out over the rolling residental sections with their million-plus population and near-100,000 television sets.

Washington is a good television city, and its four-station competition offers a challenge to station management. WOIC is aggressively serving the market under the general managership of Eugene S. Thomas, a broadcaster and telecaster of extensive experience and nationwide fame. One of that rare species, a native Washingtonian, Mr. Thomas is quite at ease in the highly competitive market as a result of a decade at WOR.

Mr. Thomas was sales manager at WOR, a post certain to equip its occupant with a full fund of information and contacts around the national and local advertising marts as well as with the niceties of time selling.

President of General Teleradio is Theodore Streibert, Mr. Thomas' boss at WOR and chairman of the MBS board. Vice president is Jack R. Poppele, 25-year radio veteran, a nationally known engineer and president of Television Broadcasters Assn.

This board of strategy has a No. 1 policy specifying that WOIC be an "able" station—a station transmitting pictures that can be well received by all sets within the coverage area.

WOIC strives to be a "helpful" station by providing coverage of events especially interesting to youth, and also supplementing the work of grade and high schools throughout the District of Columbia and surrounding counties. It desires to be a "friendly" station, pledged to support community drives and causes in behalf of the public service organizations operating in Washington.

Finally, WOIC endeavors to be an "entertainment" station, carrying CBS network programs, local sports events and remote programs from theatres and other public places.

When the MBS Television Network gets into operation as such, WOIC will carry its programs. Occasionally the station has taken a program from DuMont's TV network.

By means of careful and aggressive management in the well-televised Washington air, WOIC has steadily increased its income. Actually, the cash-register curve has moved upward on a line paralleling the fast-rising trend line for set ownership. In the past 12 months the number of TV sets in the market has tripled, and WOIC's income has more than tripled in the same period.

The number of operating hours also has gone up, and the expansion to a 40-hour weekly schedule brings out an example of sound management. In its one-year career every additional hour of programming placed on the schedule has been covered from a cost standpoint, excepting, of course, public service features.

Local business has exceeded the fondest hopes of WOIC's executives. In charge of WOIC sales is William D. Murdock, for many years at WTOP and WOL Washington. He has been sales manager from the beginning. Robin D. Compton, an engineer of national reputation, is technical manager.

WOIC was the fourth TV station he had put on the air, WCAU-TV Philadelphia having been the project immediately preceding. And when WOR-TV emerged from the drafting boards last year, Robin Compton's experience in delivering infant TV stations again came in handy.

* * *

JAMES S. McMurray, program manager, had been production manager of WBAL-TV Baltimore. WOIC's special events, publicity and promotion director, John F. Hardesty, was acquired from WOL Washington and had previously been at WTOP. Lawrence Richardson, auditor, serves with the above group on the WOIC executive committee. William K. Treynor, director of sales service, is another WOL graduate.

Of the executives Messrs. Murdock, Treynor, Richardson and Hardesty join Mr. Thomas in the select category of native Washingtonians.

In its year-long career WOIC has built up a long list of program achievements. Among commercial successes is *Sketch-A-Quiz*, participation strip show in which the artist draws a progressive sketch, carrying over from program to pro-

WOIC Top Command: Theodore Streibert (left), president, and Eugene S. Thomas, general manager.

* * *

gram, until three members of the TV home audience have identified the picture. Response is said to run into thousands weekly. Among *Sketch-A-Quiz* sponsors have been such national advertisers as Pall Mall, Schick razor and Admiral (through local outlet).

The Quality Playhouse, weekly 90-minute film feature, is sponsored by Pledged Quality Laundries of Washington. The laundry group describes audience response as "excellent."

Inter-high school football games telecasts were sponsored last fall by Norge and local dealers, including the championship playoff. The local Budweiser distributor sponsored the annual New York-Washington firemen's baseball game. Bulova sponsors a schedule of time signals.

* * *

ONE of Washington's interesting TV experiments was conducted by The Hecht Co., largest of the city's department stores. Everything from portable barbecues to bathing suits was demonstrated and sold on a five-weekly quarter-hour series and Hecht officials expressed themselves as pleased with results.

The live programming lineup of WOIC includes such offerings as *A Current Affair*, weekly half-hour discussion covering civic life and welfare; nightly sports round-up; *The Hobby Corner*, weekly quarter-hour devoted to hobby research and avocational endeavors; *Capitol Cloakroom*, weekly half-hour CBS origination of questions put to national personalities by Washington newsmen; *I. C. With Elinor Lee*, weekly half-hour for the housewife.

A mobile unit is used for a weekly amateur program, sports events, school programs and numerous CBS originations. Effort is made to accommodate legitimate public service organizations furnishing the station with motion picture films.

The list of achievements in WOIC's one-year career includes some events that will occupy prominent niches in world history. Some of the events: Signing of the Atlantic Pact, with pickup fed to all four TV networks; participation in television coverage of 1949 Presidential Inauguration only four days after going on the air; telecasting of 1948 Christmas Tree lighting ceremony from White House 23 days before station went into operation, with program fed to CBS and NBC TV networks; active role in CBS color television experiments, starting last September; telecasting of District of Columbia high school competitive drill for first time; Easter sunrise service from Arlington Amphitheatre for first time, fed to CBS TV network.

The WOIC plant, housing studios and transmitter, is RCA equipped. Studio facilities include a three-camera setup with combination lighting of cold cathode (Slim-Line) and Kleig and incandescent spots and broads. Mobile unit has three camera chains along with two-way mobile telephones and two complete microwave units.

Film facilities include two 16-mm projectors and one 35mm automatic film projector for transparencies and a 3x4 inch Balopticon for transparent or opaque program material. There are four turntables and facilities for tape recording and playback. A complete machine shop and facilities for making slides and 16mm film strips are included.

WOIC can feed the network and at the same time originate studio, field or film programs for local consumption. Complete auxiliary equipment is available. On the drawing board are plans for an audience participation auditorium studio and smaller dramatic studio. With completion of these facilities a number of new local programs will be added.

The total WOIC staff comprises 36, with 17 in engineering, 10 in programming, six in general and three in sales. The station believes this efficient group is the smallest staff of any station doing a comparable job and not affiliated with an aural station in the same town.

WOIC's Rate Card No. 3, effective Jan. 1, includes the following charges for Class A time: 1 minute, $70; 5 minutes, $90; 10 minutes, $140; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $360; 1 hour, $450. These scale down to Class C charges of $35 for 1 minute and $225 for 1 hour.

The station operates on Channel 9 with 27,300 w video and 14,400 w aural power.

National representative is WOR Sales, with Frank Shakespeare of that organization as national sales service representative assigned to WOIC.

* * *

WGN-TV BASEBALL

Cubs Home Games Set

CHICAGO CUBS home games will be telecast for the third consecutive year by WGN-TV Chicago, it was announced last week by General Manager Frank P. Schreiber and Cubs Manager James T. Gallagher. Rights to 77 home games are reported to have been sold to the station for $30,000.

Game schedule begins April 21, with the Cubs playing the St. Louis Cardinals, but the station will telecast exhibition contests from Wrigley Field in Chicago on April 14 and 16. The National League Cubs will compete with the Chicago White Sox, the American League squad.

Jack Brickhouse, sports service manager of WGN-TV, will handle the commentary, assisted by Harry Creighton and Vince Lloyd. Don Cook, sports and special events director, and Dick Liesendahl, his assistant, will direct the remotes. Three cameras will be used.

GATE BATTLE

Pro-TV Sportsmen Rally

A ST. PAUL sports promoter, Eddie Williams of St. Paul Sports Attractions Inc., labels television as a gate-builder for wrestling bouts, according to KSTP-TV St. Paul-Minneapolis, which telecasts St. Paul Armory bouts every Friday.

Mr. Williams' statement directly contradicts anti-TV stands delivered a fortnight ago [TELECASTING, Jan. 9] by Heinie Miller, executive secretary of the National Boxing Assn., and the U. of Washington on Coast Conference basketball.

"I wouldn't have attempted weekly wrestling bouts in St. Paul *without* television . . ." Mr. Williams said. The promoter, who has staged sports events for many years in the Twin Cities, cited KSTP pick-ups as having increased gate receipts some 210% since the first wrestling bout was staged last November. The Jan. 6 card played to standing room only.

KSTP follows up the statement by Mr. Williams pointing out that the Minneapolis Millers baseball team is "exceedingly happy about KSTP telecasting its third straight season of games," and "Max Winter of the Minneapolis Lakers [basketball] definitely attributed his big gates, at least in part, to TV."

* * *

Mr. McMURRAY | Mr. TREYNOR | Mr. RICHARDSON | Mr. MURDOCK | Mr. HARDESTY | Mr. COMPTON

'GILBERTEST'

To Measure TV Impact

GILBERT Youth Research Organization, New York market research firm which has heretofore specialized in studying the preferences, use and buying habits of young people, has organized Gilbert Television Research.

The new firm will measure the impact of TV commercials by a "Gilbertest" rating process developed by the company, utilizing the "videometer," portable sound film projector also developed by the research firm.

Although the "Gilbertest" is still in the pretesting stage, seven advertising agencies have already become subscribers, George Goldberg, in charge of TV research and sales, told BROADCASTING last week.

These subscribers include Biow Co., using the service for five products advertised on television, and Foote, Cone & Belding, using it for two video-advertised products.

Development of the "Gilbertest" began about nine months ago, Eugene Gilbert, president of the research firm, explained. A request by Pepsi-Cola Co. for a check of reactions to its TV commercials, he said, led him to investigate checking methods then in use and to the discovery that there were none which he considered adequate.

He decided that the only practical way to measure the impact of video commercials required a means of reproducing them as broadcast, through use of a sight-and-sound projector. As he prefers to work with individuals, interviewed at home, he needed a projector that included both projector and screen, as well as its own power supply. Again he found nothing suitable on the market. "The smallest projector I found was about the size of a three-suiter suitcase and weighed about 50 pounds," he said. "So we went ahead and developed our own, which we named the 'Videometer.'"

This is a compact unit, contained in a leather case 6 by 8 by 17 inches and weighing 14 pounds. The unit, which is battery-powered and may be used anywhere, contains its own screen on which the pictures are rear-projected and its own speaker. Sound and pictures can be reproduced singly as well as in unison and the films can be shown in sequence and then replayed without rewinding.

Following tests with a hand-built model 'Videometer,' the company is now having 20 improved models made for use in the planned continuing study of TV commercial ratings. "In this machine," Mr. Gilbert stated, "we think we have the keystone of all video research."

The "Gilbertest" begins, he explained, with questions as to brand use and preference of the person interviewed for products in the field of the one whose commercials are to be checked. Then the interviewer asks what the respondent thinks about the product and whether he remembers seeing any of its TV advertising. If he says he does remember TV ads of the product, he is further questioned as to the salient points he remembers of each commercial. Then he is shown the picture without sound and asked to recall what he can of the talk that accompanied the picture, when it was telecast. Finally, the commercials are shown again, this time with the sound also reproduced.

Gilbert TV has just completed a pretest of three commercials for a leading brand of cigarettes (names not released for publication), conducting tests among 100 family units in the New York metropolitan area. The unaided recall ratings were as follows:

Commercial A	10%
Commercial B	13%
Commercial C	7%
Commercial A & B	1%
Commercial A & C	2%
Commercial B & C	1%
Commercial A, B, & C	4%

Seven and eight-tenths percent could not identify any specific commercial. (This is 24% of those who said that they remembered brand advertising.)

When the commercials were shown with sound shut off, the ratings were:

Commercial A	36%
Commercial B	29%
Commercial C	32%

The final showing, with both

Te-Ve

Drawn for TELECASTING by John Zeigler

BEN DUFFY

Discusses TV's Future

ADVERTISERS to come into television will be those who have used radio and others who haven't fully taken advantage of radio, Ben Duffy, president of BBDO, New York, predicted to members of the New York Radio Executives Club at a luncheon last Thursday.

Mr. Duffy

He explained that automobile firms never fully appreciated the impact of radio, but he felt that they who are so sensitive to color and style would take full advantage of television. Other advertisers, such as cosmetic manufacturers, would also be likely to use television much more than radio.

Potency Surveyed

As for the potency of TV, Mr. Duffy revealed that his agency made a recent survey for a client in two cities where newspapers, magazines and radio were used and in two other cities where the above three plus television were used. In the television cities product identification was 58.6% of 43% of respondents who saw the advertisers' message on television. In the cities where only the three media were used, 47.1% identified the product. In both groups of cities, 40% knew of the magazine campaign but the advertiser had used magazines since the inception of its business. Television, Mr. Duffy said, in a short period obviously showed a high percentage of identification.

"Television can exist and so can others," Mr. Duffy said, answering his own question of "Will TV kill radio and other media?" "It is not a question of this media or that but this media and the other."

As for talent in TV programs, Mr. Duffy is of the opinion that programs should be "live." He feels it is "a mistake to go on kinescope." When the cable across the country is installed, he said, Hollywood talent will increase the level of TV shows, but until that time the Bennys and the Hopes "would kill themselves on kinescope" and are wise to wait.

TV STALEMATE

Evans Urges Advisory Group for FCC

POINTING out that "the importance of the decisions of the FCC can hardly be underestimated, nor the complexities of the problems they face," Walter Evans, president of Westinghouse Radio Stations Inc., last week urged creation of an advisory board to help break the current television stalemate.

The board, Mr. Evans explained, would present impartially to the FCC the experience of outstanding and highly qualified individuals in research, engineering, law, education, business and public relations. "Such an advisory board to be of greatest help to the FCC," he stated, "should be comprised of the high type of individuals with a proper diversity of ability and background so they would be competent to help on any of the major questions confronting the Commission."

Speaking before a special meeting of the Pittsburgh Radio and Television Club, Mr. Evans said it was vital to the public, the industry and the Commission itself that "the most complete and accurate information be made available from the leading authorities in their respective fields" if the current difficulties in television are to be solved now and similar situations avoided in the future.

He stated that the series of television standards and allocations decisions made by the FCC in 1941 and 1945, which eventually led to the "freezing" or postponing of action on new applications for television stations, were made, necessarily at times, without complete information. The proposed board would not only provide this information, he stated, but would do it conveniently and economically.

"These men would be in a position to draw upon the vast reservoir of engineering and research, of law, of business and education not presently conveniently available to the Commission," Mr. Evans said.

Discussing the board's makeup, he said "eligibility would be confined to representatives unaffected in private or business life by decisions of the Commission. For example, several names could be proposed by the American Bar Assn. for the legal representatives, from the Institute of Radio Engineers for one or more technical members, and likewise from the ranking organization in the field of education, in business administration and in public relations. Once a list of candidates has been nominated, the Commissioners themselves would select the board members. The board would serve without remuneration in the same manner that the dollar-a-year man has served during two wars.

Advantages Cited

"Such an advisory board," Mr. Evans pointed out, "would in no way detract from the statutory responsibilities of the Commission. As the name implies, its function would be advisory but the major policy decisions of the Commission, if supported by such a group, would be less vulnerable to criticism from the public, the bench, the industry, or even Capitol Hill."

Mr. Evans spoke at the inauguration of a "History of Radio" collection for an exhibition room at Carnegie Museum in Pittsburgh. Joseph E. Baudino, manager of KDKA Pittsburgh, presented to Wallace Richards, museum director, a replica of the original KDKA transmitter from which the first scheduled radio broadcast was transmitted at Pittsburgh Nov. 2, 1920.

XUM

sight and sound, produced the following ratings, which Mr. Goldberg said "show recognition as complete as it can possibly be:"

Commercial A	40%
Commercial B	35%
Commercial C	38%
Commercial A & B	22%
Commercial A & C	33%
Commercial B & C	19%
Commercial A, B & C	10%

When these ratings are combined on an individual commercial basis, the following trend is shown:

Commercial	A	B	C
Unaided recall	10%	13%	7%
Recall, sight without sound	36%	29%	32%
Total recall	40%	35%	38%

"These results" Mr. Goldberg commented, "indicate that total recall measured with the 'Videometer' measures from 2½ to 5½ times the ratings measured by unaided recall. This indicates the inequities that may result from using the unaided recall method alone. Out of mind recall of television commercials is inadequate alone for measuring impact."

He added that the data on product use and preference and opinions concerning the brand of cigarettes whose commercials were tested in the study were not being reported as he felt them inadequate.

TBA CLINIC

To Study TV Programming

TELEVISION's program problems at both the national and the local level will be discussed from a variety of viewpoints in eight sessions scheduled for the annual video clinic of the Television Broadcasters Assn., to be held Feb. 8 at the Waldorf-Astoria Hotel, New York.

Mr. Barry

Charles Barry, ABC vice president and chairman of the TBA clinic, announced the following topic sessions for the one-day clinic, running from 11 a.m. through the afternoon.

(1) Programming, network production problems, local station production problems; (2) Buying and selling, station and agency viewpoints; (3) Interconnected versus non-interconnected stations; (4) Low-budget TV operations; (5) Local TV packages; (6) Jurisdictional problems in television; (7) The future of spots in TV; (8) A round table discussion—Midwest-West.

The annual meeting of TBA, open only to official representatives, will convene at 10 a.m., and the reorganization meeting of the TBA board will be held in the afternoon. J. R. Poppele, vice president of General Teleradio Corp. (WOR-AM-FM-TV New York, WOIC (TV) Washington) and TBA president, will preside at the luncheon session.

LOCAL PROGRAMMING

Lamb's Formula

By EDWARD LAMB

WHILE other television station operators have felt that they must engage in considerable network operation to be successful, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, have taken a different tack. These two stations have engaged in local programming to the extent that it has paved the way to profitable operation . . . and made many loyal friends for the outlets.

Our contention is that public service programming is the best possible promotion. On my television stations we began, several weeks before going on the air, an intensive campaign to bring the local community to a realization that the television project belonged to every resident of the area. At Erie we conducted more than 30,000 people through the new Television Center and attempted to familiarize each guest with as much of the actual workings of the station as possible. In Columbus we took more than 4,000 folks through WTVN in one day of an open house, and of course these programs are conducted continuously.

Local Interest

It is elementary that in newspaper publishing, broadcasting operations, or in other activities that local news and local names must have top interest priority. I emphasize that any time a person goes through a station and meets the personnel and appreciates the workings of this remarkable new medium, the station has a staunch friend and booster. This feeling of friendship is greatly increased if, instead of a mere visit, the guest actually appears before the television camera.

I would like to point out the extent to which we carry on local programming. We have days at Erie's WICU when we actually put more than 500 people before the television camera! For instance, Dec. 16 we had a moppet show called *Tots 'N' Teens* where more than 200 youngsters were guests of the local sponsor at a Christmas party. We then presented the *Erie Dispatch Quiz Down* between various parochial and public schools, and this program took another 100 children and teachers before the camera. We had local interview programs, local choruses, variety shows, sports commentaries (including a demonstration by hunters who had just brought in two deer as to the method of skinning and packing the venison meat) and numerous other local shows. At 11:15 p.m. we began the *Erie Dispatch Good Cheer Fund Show*, which brought together ten professional and amateur night club acts. This latter program was for a charitable fund which the *Erie Dispatch* maintains, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

Friends Important

Although we have the four networks at Erie, and we are affiliated with DuMont and ABC at Columbus, we find always that people are most interested in their friends and neighbors. Just as we are anxious to have local people take pride in this local project, we have discovered that certain economic factors emphasize the superior importance of local programming.

The networks pay the station only one-third of their rate cards at best. At least one network seeks to have the local stations "donate" approximately 30 hours of commercial broadcast time to the networks. All networks charge for sustaining programs and we have found that we can generally produce a local sustaining show at a much less rate than we are charged by a network for such service.

Of greater importance is the fact that the local merchant can tell immediately whether television has the terrific selling impact which is claimed for it. If he advertises merchandise, be it appliances or foodstuffs, he can tell the following day the results of his TV venture. . . . Because of our ability to visually demonstrate a product in use, we have had success stories at both WTVN and WICU which are nothing short of fantastic.

Viewers' Interest

I have said that in my opinion any television station in the United States can be put into the black by a proper combination of public service and local programming. I don't believe that the people who are watching programs are particularly interested in hearing of the terrific losses suffered by some telecasters. They are only interested in what appears on the screen.

Nor should successful operation of a television station be solely dependent upon the competition, or lack of it, in any market. We are in competition in Columbus with two other television stations. I have no affiliated property in Columbus—newspaper, radio, or any other business—which is available to support television losses. However, because of our constant emphasis on local programming, I am happy to realize that we have been in the black in Columbus from almost the very first day we opened.

EDWARD LAMB, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, and president of *The Erie Dispatch*, has been in the television business for over nine months. In that short time he has found the formula to make a television station pay. The key to such success, according to Mr. Lamb, is local programming. Not only does this local programming build loyal friends for the station, it also builds sales for the sponsor's product or service. Details on the manner in which the stations have engaged in local programming and the way it has led to profitable operations are outlined here by Mr. Lamb. The article was written in reply to a query for more information from FCC Comr. George Sterling who had read about the stations' success.

TV IN SCHOOLS

Cincinnati To Study Effect

FOURTEEN Metropolitan Cincinnati high schools plan to conduct a study to determine whether the television set can become as familiar in schoolrooms as the book and the blackboard—and how soon.

Designed to reveal the interest and attitudes of the educators in television, study will be conducted under a fellowship established at the U. of Cincinnati early last year and made possible through financial support of WLW Cincinnati and Crosley Broadcasting Corp.

Administrators and teachers of all 14 schools are cooperating in the study, according to Russell Helmick, Northern Kentucky educator and winner of the fellowship. If results of a preliminary questionnaire establish video as an educational aid, TV sets will be installed in some of the schools and specialty-designed programs for in-school viewing will be scheduled to further test TV's effectiveness.

TRUMAN ADDRESSES

Democrats' Film on ABC-TV

DOCUMENTARY film interpretation of President Truman's State of the Union address was prepared by the Democratic National Committee and telecast on ABC-TV from New York Jan. 4, 8:30-9 p.m.

The program—titled *Our Common Destiny, the State of the Union at Mid-Century* — utilized background film scenes, charts and graphs, a commentary, and recordings of the President's voice as he addressed Congress earlier that day. George Putnam took part in the program.

Before airing the program, which raked old and new GOP personalities over dying political embers, ABC notified the Republican National Committee it would air the show and offered the party equal time for a similar program—if it wanted it. GOP accepted and the committee's Washington officials presently are working on a comparable "30-minute commercial," with format, time, and participants still undetermined.

Telestatus

Influence of TV in Buying

(Report 94)

TELEVISION'S power as a selling medium is indicated in response to a survey of 2,000 New York video viewers, with 47.9% of the 1,164 respondents to the study reporting that TV commercials or demonstrations had influenced them to buy a product they had not previously purchased.

Survey, results of which were announced last week, was conducted last November by American Management Counsel for "Look Hear," television advertising column appearing weekly in the *New York Herald-Tribune* and the *New York Daily News*. Comprehensive three-page questionnaires were mailed to 2,000 members of the "TV Critics Club" organized by Maxine Cooper, writer of the column, to serve as a gauge of viewer reaction to video programs and commercials.

First finding of the survey is pretty definite proof that viewers jump at the chance to become critics, as the questionnaires were returned completely filled out by 58.2% of those receiving them. Over half of the respondents (51.6%) wrote in additional comments on video programs and ads. Other highlights of the survey:

Asked whether they prefer radio or TV commercials, 90.5% of those answering the questionnaire named TV, with only 3.6% putting radio commercials first; 2.2% said they like both, 1.3% neither and 2.4% did not answer this question.

The TV audience is selective in what it views. In both Sunday and Tuesday evening program schedules, viewers named preferences that called for dial changes every half-hour or hour.

Length of set ownership was divided into three almost equal parts: 35.2% said they had owned sets less than six months, 33.9% less than a year, 27.9% more than a year. Occupations of respondents indicated TV set ownership at all income levels.

* * *

Audio vs. Visual Commercials

A CONCLUSION that "television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned" is indicated by results of "A Study of the Effects on the Recall of Advertising Material when the Medium of Sight Is Added to a Given Sound Commercial." The study was conducted last year as part of a senior thesis at Princeton U. by William D. Hocker, now with United Videogram, New York.

Using as subjects 109 men enrolled in a course in industrial psychology at Princeton and 29 girls taking advertising courses at Armore School, New York, Mr. Hocker presented both auditory (by recordings) and visual-auditory (by synchronized films and recordings) commercials for a soap, a dentrifice, a perfume and a cigarette. All products were given fictitious names. Each commercial contained 10 facts about the product, spoken on the record and portrayed on the film. Tests of the recall type, covering these facts, were given either immediately following the presentation or one week later.

"The answer to the question, whether or not the recall of advertising material presented auditorially can be increased by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned," Mr. Hocker said. "In no case was an auditory presentation significantly superior to the corresponding visual-auditory presentation in every case where there was a significant difference in the scores for the two methods of presentation.

"Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials.

"The extent to which the results of this experiment can be directly compared with radio and television advertising could be accurately determined only by a real life presentation of the commercials. Every attempt was made to make the presentations as much like the life situation as possible, and the author believes that the presentations in this experiment were as close to the life situation as the presentations in any previous experiment of this nature."

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: "In so far as this experiment is concerned," and "i so far as the presentations in thi experiment are similar to the lif situation."

He then states: "The result would seem to indicate that tel vision advertising is superior t radio advertising as far as the r call effectiveness of brand name and features of the products i concerned.

"If the results of the ratin scales can be considered valid, tel vision commercials can be mac more appealing than radio con mercials. It was evident durin the presentations that the visua auditory commercials received be ter attention than the audito commercials.

"The results would seem to inc cate that mentioning the brar name of a product only three tim is insufficient to effect retention the name for any length of tim

"The fact that several subjec drew a picture of the bar of soa (although none was requested) i dicates the vivid kind of image that can be produced by televisio commercials. This factor wou doubtless have had a strong effe on the results had recognition tes ing taken place."

* * *

'Depth of Penetration' Is Surveyed

PHILADELPHIA leads all other television cities in the country in the number of TV sets per 1,000 families, according to the latest "Depth of Penetration" tabulation just released by WTMJ-TV Milwaukee.

On Dec. 1, 1949, Philadelphia had 266 TV receivers per 1,000 families, according to WTMJ-TV. New York, which had been in first place on Nov. 1, 1949, was in second place with 264. Lancaster, Pa., Los Angeles and Chicago retained third, fourth and fifth place, respectively. Milwaukee came from seventh to

(Continued on Telecasting 11)

Weekly Television Summary

Based on Jan. 16, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	250,000	Stations
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	60,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	4,232	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	14,125	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	12,503	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	2,854	Station
San Diego	KFMB-TV	20,100	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,863,817

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

HOOPER proves WHIO AM-TV

FIRST in the DAYTON, OHIO MARKET

FIRST in AM

On the average, when sets are tuned to Dayton AM Stations, 3 are tuned to WHIO for every 2 tuned to all other Dayton stations.

Time	Homes Using Sets	WHIO	Station		WHIO	Stations B & C
			B	C		
Total Rated Time Periods	24.3	31.1	12.7	8.5	31.1	21.2

Hooper Station Audience Index October-November, 1949

FIRST in TV

WHIO-TV has a bigger share of the TV audience than any other TV station in the Dayton, O., market (32,000 TV sets in this market according to distributor's estimates, January 1, 1950. By the time you read this, there should be considerably more).

Night	B'cast Aud.	Radio Aud.	TV Aud.	Share of TV Audience (Base: TV Homes)		Share of Broadcast Audience (Base: Random Homes)	
				WHIO-TV	Sta. B	WHIO-TV	TV Station B
Average Sun. thru Sat.	35.7	28.6	7.1	50.2	39.2	10.0	7.8

Hooper TV Station Audience Index Evening 6:00-10:00 PM October-November, 1949

For maximum results at minimum cost—for sustained listener loyalty—for faster sales and increased profits, join those in the know—buy WHIO-AM and TV.

THOSE IN THE KNOW BUY

WHIO
DAYTON, OHIO
AM • FM • TV

Affiliated with
The Dayton Daily News
and the Journal-Herald

WHIO-AM Represented nationally by G. P. Hollingbery Company
WHIO-TV Represented nationally by the Katz Agency, Inc.

TO EXPAND TV

United Paramount Plans

PLANS for increased television activity were announced last week by United Paramount Theatres Inc., New York, new theatre-operating company formed under the reorganization of Paramount Pictures Inc. ordered by court anti-trust decree [BROADCASTING, Jan. 2].

Leonard H. Goldenson, president of United Paramount, revealed that in addition to its current theatre television operations in New York and Chicago, the firm plans to install large-screen TV facilities in its theatres in Detroit, Boston, San Francisco and Minneapolis. The firm is applicant for new commercial video outlets at Detroit and Boston.

Mr. Goldenson also announced that Robert H. O'Brien, secretary-treasurer, will head all television activities for the firm.

Separation of Paramount Pictures' theatre-operating functions from its movie-producing and distributing activities were involved in the ruling of the U. S. District Court for the Southern District of New York. Under the reorganization, United Paramount Theatres assumes theatre operation while New Pictures Corp. takes over production and distribution.

Applications Pending

Applications are pending at FCC for consent to transfer control of Paramount's television and broadcast station interests to the two new firms. WBKB (TV) Chicago and a 50% holding in WSMB-AM-FM New Orleans is to be switched to United Paramount Theatres while KTLA (TV) Hollywood is to be transferred to New Pictures Corp. [BROADCASTING, Jan. 9]. New Pictures Corp. also is expected to acquire Paramount's 29% holding in Allen B. DuMont Labs., operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and TV applicant in Cincinnati.

Mr. O'Brien was secretary of Paramount Pictures before the reorganization, which was to have been consummated in early January. Prior to joining Paramount he had been commissioner with the Securities and Exchange Commission.

With Mr. O'Brien

Associated with Mr. O'Brien will be Robert Weitman, managing director of Paramount Theatres in New York and Brooklyn, and consultant on theatre matters of United Paramount's southern theatres, who will act as talent and programming consultant. Jason Rabinovitz, formerly with the Chase National Bank, will be Mr. O'Brien's special assistant on television matters.

The company's policy of decentralized theatre operations will be continued in the television field, with each operation under local management and Mr. O'Brien's office handling policy matters and coordinating operations.

Pointing out his belief that theater television will contribute to a balanced and wholesome national system of television, Mr. O'Brien declared that motion picture industry members, through Motion Picture Assn., Theatre Operators Assn., and other specialized groups, have filled requests with FCC for hearings on whether the Commission should allocate special channels for theatre television (see TELECASTING 3). The theatre groups will attempt to show that the allocations would be in the public interest.

'Shot in the Arm'

Mr. O'Brien felt that theatre television would offer the same "shot in the arm" to the motion picture industry that the introduction of sound afforded in the '20s.

Assuming FCC granted special channels, he could foresee a network of theatre television operators, with selective programming for theatre presentation and not available to home viewers, but requiring the "disciplined audiences" of the theatre.

USING pictures from Acme Telephoto's national and international correspondents, KMTV (TV) Omaha gave its first Telephoto telecast Dec. 28. Discussing the presentation are (l to r) Owen Saddler, KMTV general manager; Jim Herman of Acme Telephoto; Hugh Bader, KMTV newscaster.

TV-Air-Check Service

A NEW checking service to provide still photos or sound-on-film motion pictures of TV shows and commercials exactly as the public sees them has been announced by the Joseph W. Hicks Organization, Chicago public relations firm. Called TV-Air-Check, the new service supplies either black-and-white still pictures or sound-on-film movies photographed directly from video receivers. Films or stills can be delivered within 24 hours after telecast and are accompanied by certified statement of time, station, and conditions of telecast and reception.

U. S. TV SHOW

Set For Foreign Experts

A DEMONSTRATION of U. S. television for TV experts of other countries is slated March 27 to April 7 and may include a showing of television under the standards of other nations.

A part of the program of the television committee of the International Radio Consultative Committee (CCIR), the demonstration probably will be held in New York or Philadelphia.

France, the Netherlands and the United Kingdom will follow with demonstrations of their respective systems in their own countries. The French and Netherlands showings are slated April 20-25 at Paris and Eindhoven, respectively, and the British demonstration at London April 27 to May 4. The committee will then convene in London May 5-13 for a discussion of standards.

The U. S. demonstration will be presented under State Dept. auspices. A government-industry committee will be named to act as host. Insofar as possible without foreign equipment, authorities hope to demonstrate British, French and Dutch TV standards alongside those of the U. S.

U. S. delegation to the European demonstrations has not been named, but may be headed by William H. J. McIntyre, State Dept. telecommunications attache at London, who was chairman of the U. S. delegation at the first CCIR television committee meeting in Zurich last year.

Other delegates to the Zurich sessions were: A. Prose Walker, FCC's chief of allocations branch, television broadcast engineering, who was delegation vice chairman; Cornelius G. Mayer, with RCA in London; William Q. Crichlow, Bureau of Standards; Donald Fink, editor of *Electronics;* and Charles J. Villavazo of RCA International Division.

ACME TELEPHOTO

Two Add TV News Service

TO bring spot pictures of each day's news events to their audiences, two more TV stations—WOC-TV Davenport and KMTV (TV) Omaha—have added direct wire Acme Telephoto service. Both stations have installed Acme Telephoto Trans-receivers and other equipment for receiving and telecasting newspictures transmitted from all over the U. S. and foreign points, with a coordinated news script.

The pictures are received in 3"x4" size ready for telecasting on the Multiscope which projects pictures directly into the screen pattern. WOC-TV and KMTV also use Acme's Direct Positive Reducing Camera to reduce local pictures and sponsor's messages to 3"x4" for Multiscope projection.

It takes about an hour to send a complete 24-picture show and news script from Acme's Chicago bubueau to Davenport or Omaha, it was reported. Other stations taking Acme's Telephoto news programs include WNBK (TV) Cleveland, WBKB (TV) Chicago, WNAC-TV Boston, WXYZ-TV Detroit, WPIX (TV) New York, KFI-TV and KTLA (TV) Los Angeles, KRLD-TV Dallas, WCPO-TV Cincinnati and WJAR-TV Providence.

OPERACASTS

NBC-TV Schedules Four

FOUR OPERAS to be presented at four-week intervals started Saturday, Jan. 14 on NBC-TV, Samuel Chotzinoff, general music director of the network, has announced. Dr. Peter Herman Adler is music and artistic director of the series. Charles Polacheck is staging the operas.

Designed especially for television and sung in English, the operas will include: "Down in the Valley," by Kurt Weill, American composer; "Madame Butterfly," "Tales of Hoffman" and "The Bat." Final opera will be telecast 10-10:30 p.m. Others will be done in one hour. Effort is being made to accomplish realism not possible on the operatic stage.

WCAU-TV Signs

N. SNELLENBURG & Co., Philadelphia, Jan. 30 begins daily Monday through Friday, full-hour *Snellenburg's TV Jamboree* on WCAU-TV there. To be aired remote 2-3 p.m. from auditorium of the Snellenburg store, program will feature audience-participation, variety format with prizes for all contestants. It is largest locally sponsored contract in Philadelphia TV history according to Arthur Block, Snellenburg president, and Philadelphia office of Robert J. Enders Advertising, agency which handled contract.

Telestatus

(Continued from Telecasting 8)

sixth place in December with 185 sets per 1,000 families.

The WTMJ-TV calculations are based on the Dec. 1, 1949, Television Data Chart of NBC. "Depth of Penetration" figures for 58 markets follow:

Area	No. Receivers per 1,000 Families	Position Dec. 1, 1949	Position Nov. 1, 1949
Philadelphia	266	1	2
New York	264	2	1
Lancaster	224	3	3
Los Angeles	220	4	4
Chicago	217	5	5
Milwaukee	185	6	7
Boston	181	7	8
Cleveland	171	8*	10
Schenectady	171	8*	9
Buffalo	165	9*	11*
Detroit	165	9*	6
Baltimore	155	10	11*
Minneapolis-St. Paul	150	11	14
Richmond	143	12*	12
St. Louis	143	12*	15
Erie	136	13	13
San Diego	134	14	17
Cincinnati	130	15	16
Washington	114	16	20
Columbus	112	17*	23
Toledo	112	17*	18
Miami	110	18	19
Wilmington	106	19	21
New Haven	105	20	22
Oklahoma City	103	21	24
Syracuse	96	22	27
Louisville	88	23	29
Atlanta	86	24	26
Salt Lake City	84	25	28
Omaha	78	26	31*
Dayton	77	27	30*
Rochester	76	28	33*
Kansas City	74	29*	31*
Pittsburgh	74	29*	33*
Memphis	69	30	32
Albuquerque	67	31	30*
Phoenix	61	32	52*
Charlotte	54	33	34
Seattle	51	34	36*
Indianapolis	50	35	36*
Grand Rapids	49	36*	39*
Tulsa	49	36*	48
Fort Worth-Dallas	48	37	39*
Houston	46	38*	35
New Orleans	46	38*	37
Jacksonville	45	39	40
Greensboro	44	40	38
Birmingham	40	41	43
Johnstown	39	42	41
Utica	35	43	44
Davenport	29	44	45*
San Francisco	24	45	45*
Providence	23	46	47
Huntington	20	47	49
Binghamton	18	48	51
Bloomington	10	49	51
San Antonio	9	50	52*
Norfolk	5	51	—

* Tie

* * *

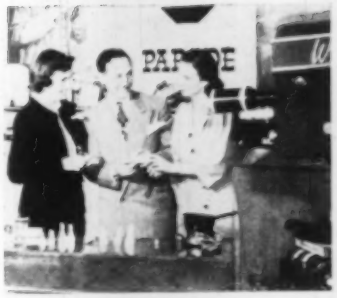
Sports Programs Lead New York Fare

SPORTS programs accounted for more TV time in New York during the last half of 1949 than any other form of video fare, according to an analysis just released by The Pulse Inc.

The report shows 18.9% of all New York telecasting time was devoted to sportcasts in the July-December period. This compares with 15.2% given over to sports in the January-June half of 1949 and to 23.4% of the July-December 1948 period.

Westerns, quiz and audience participation shows, dramas and mysteries also got larger shares of New York's total TV time in the final half of 1949. Less time proportionately was given to juvenile entertainment, feature films, news, comedy-variety and interview programs.

Comedy-variety shows continued as the most popular type of video fare, with drama and mystery ranking second. This is true of all three six-month periods.



On Hobby Parade *(l to r): Val Lauder, Chicago* Daily News *teenage editor and guest; Phil Lewis, m. c., and Dinny Burns, hostess.*

HOBBY STORE

Uses TV To Build Sales

ITS advertising ear to the ground, the Burgess Battery Co., owner of the Burgess Handicraft Store, Chicago, now places all faith—and business—in one media, television, according to C. C. Fogarty Co., Chicago, Burgess agency. Reason for the enthusiasm is the sudden surge upward from a slumping 1949 sales curve.

The curve began its dip mid-way in 1949 reaching a low last September, a month of general decline in downtown Chicago stores, the Fogarty Co. reports. Last Tuesday of that month, Burgess began an experimental half-hour show, *The Burgess Hobby Parade*, over WBKB (TV) Chicago featuring local celebrities and other well-known personalities who have unusual hobbies. Tied-in with the program (8-8:30 p.m.) was the natural merchandising plug for Burgess' hobbyland.

Chart, tracing week-to-week store sales, showed George Bell, Burgess Battery Co. vice president, that the sales curve was keeping pace with the listening power of his new TV show. The program also drew letters and postcards by the thousands, reports Fogarty, some 1,080 in a single week. The decision to concentrate Burgess' budget in television followed the experimental line set down by Mr. Bell—newspaper concentration in 1947, in radio in 1948, and now video. While the store sales in October dropped below the year before by 15% the first two weeks, 19% the third week and 3% the last week, they moved up 47% over the previous month.

Brazil Plans TV

TELEVISION station will be constructed in Sao Paulo, Brazil, by Emissoras Associadas, Brazilian radio network, it has been announced. Meade Brunet, vice president of RCA and managing director of RCA International Division, said RCA would supply all equipment for the new station, which is expected to go on the air next summer.

hallen's NEW

professional

Synchronous Magnetic Recorder

★ Low Flutter in the tropics or the Arctic with Hallen Dynamic Tension. No clutches, belts, pads, or springs to give trouble.

★ Fully professional.*

★ Conforms to Academy Standards.

★ Two channel mixer and dialogue equalizer.

★ Simultaneous playback permitting monitoring 1/12 of a second from the recorded track.

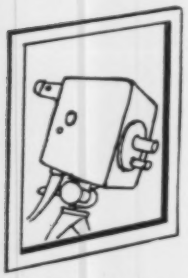
★ Amplifier is contained in a removable unit, permitting space between the amplifiers and the power supply with monitor speaker. This eliminates microphonic feedbacks usually present when a loud speaker and high gain stages are placed in close proximity.

$1850 f.o.b

Write for further information

hallen CORPORATION

3503 WEST OLIVE AVENUE
BURBANK • CALIFORNIA



Reel Takes

WALTER LOWENDAHL

IN Hollywood where precocity often is so pandemic as to go unnoticed, Walter Lowendahl nevertheless was considered something of a boy wonder back in 1940.

At the time, he was 20 and had produced not just an artistic picture—which any boy genius could do—but one with box office. For eight weeks his "Adventures in Music," featuring Jose Iturbi and other concert stars, ran in one New York theatre.

That mixture of the artistic and the commercial is perhaps the distinguishing characteristic of Transfilm Inc., of which Mr. Lowendahl at the age of 29 is now executive vice president. Transfilm has produced about 200 television commercials in the past year, a volume which, when all the figures are in, may be a record.

They are commercials which in some instances have overshadowed adjacent programs in entertainment value. The Camel commercials for R. J. Reynolds and the Piel's Beer animations are notable examples.

Transfilm itself has a roster of television clients which reads like an industrial "400" book. Ford, Pontiac, Gulf Oil, Bromo Seltzer, Fort Pitt Beer, Colgate, Consolidated Edison, Duff-Mott, *Life*, Hotel New Yorker, Disney Hats, Swirl dresses, *Look* magazine, Benrus, Wildroot Hair Tonic — these are but some of Transfilm's video clients.

* * *

It is no accident that Transfilm commercials have won plaudits for high quality. Its production is based on a Lowendahl philosophy that corner-cutting doesn't pay.

"Good films can not be turned out on non-existent budgets," he says, "nor can quality be obtained cheaply."

That, he believes, is the stern lesson an advertiser must learn. And any advertiser who hopes to build a TV commercial on the budgetary scale used for radio spots is less than realistic, he says.

Prices for one-minute, live-action commercials are leveling off at about $1,500 to $2,500, he believes. Many commercials, with elaborate scenic or casting problems, may cost more. Savings, however, often are available to the client who gangs his work, ordering several spots done on one shooting day with the same set.

Mr. LOWENDAHL

Mr. Lowendahl's film background is a solid one. It began at the age of 16—only two years after he came to this country from Berlin. He went to work in Hollywood as an assistant for Lewis Lewyn Productions, which did "Pete Smith Specialties" and other shorts for MGM. There he lost his German accent completely, and gained a thorough grounding in almost every phase of film production.

In 1940 he helped form Artists Films, an independent outfit which produced, among others, "Adventures in Music." From there, in 1941, he went to New York to join Functional Films, predecessor of Transfilm Inc. Six months later he became vice president of Transfilm.

* * *

In 1942, Mr. Lowendahl was tall (6' 2"), dark and 1-A—there was an olive-drab suit awaiting to match his olive skin. He joined a select group of soldiers who produced training films for the Army Ordnance Department at Aberdeen, Md., Proving Ground. He served as writer and project supervisor.

When he was mustered out in 1945, he resumed his vice presidency at Transfilm, an organization which rapidly mushroomed, winning prizes for quality of its work as it expanded.

Transfilm now owns its own 13-story building—the former Pathe Bldg.—at 35 W. 45th St., New York. Its 70-odd employes occupy four floors and it has facilities to do almost any film production task. It also is the neighbor of other distinguished names in films, for among its tenants are Louis de Rochemont; Famous Pictures, the Paramount subsidiary producing the Popeye animations; and the NBC television film exchange.

In such a substantial setting, it is not surprising to find that Mr. Lowendahl believes New York is the preferable headquarters for industrial and commercial film-making. In that city, he points out, are the advertising agencies and clients who must be consulted during progress of many productions.

Such consultations are only part of the many details involved in the making of video commercials, educational films and documentaries. It is not inexcusable, therefore, if Mr. Lowendahl sometimes feels the need to retreat to his bachelor apartment in Manhattan for a change of pace. And what is his hobby there? Photography.

SRT-TV SRT-TV SRT-TV

SRT-TV

INTENSIVE PROFESSIONAL COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus "Careers in Television"

SRT

(School of Radio Technique)

TELEVISION STUDIOS

America's Oldest Broadcasting School

316 West 57 Street, New York 19, N.Y.

SRT-TV SRT-TV SRT-TV

BUYS 'CRUSADE'

Bank Sponsors on WJZ-TV

FILM SERIES, *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book, will be sponsored on WJZ-TV New York by the Bowery Savings Bank, New York, starting Sunday, Jan. 22, 7:30-7:55 p.m. Edwin Bird Wilson Inc., New York, is the bank's agency.

The series, sponsored originally on ABC-TV by *Time* and *Life* magazines, has been re-edited for sponsorship locally on the ABC-TV station on a syndication basis.

The documentary series is being sponsored by Detroit Edison Co. on WXYZ-TV Detroit; Stromberg-Carlson is presenting the program on WHAM-TV Rochester; Pilot Life Insurance Co. is presenting the series on WBTV (TV) Charlotte, N. C., and WFMY-TV Greensboro, N. C.

PHILCO CORP.

Big 1950 TV Output Planned

PLANS for wide expansion of Philco Corp's television receiver production and sales in 1950 have been announced by William Balderston, Philco president. Philco expects to manufacture and sell from 750,000 to 800,000 receivers this year, Mr. Balderston said.

"The excitement and the growth of television have exceeded even the most optimistic forecasts and predictions," Mr. Balderston stated. "The industry's production has increased from 200,000 receivers in 1947 to 1 million in 1948 to about 2,700,000 in 1949. All signs point to a further substantial increase during 1950 with a potential sales demand for more than 4 million television receivers this year."

TV ACADEMY

Van Werden Is Sec.-Treas.

BETTY VAN WERDEN, consultant on radio education for Los Angeles City Schools, has been elected secretary-treasurer of the Academy of Television Arts & Sciences. Vote was obtained from ballots mailed to the membership, after previous vote for the post at a recent meeting resulted in a tie.

Elected on the same ballot as directors at large were Harold Bock, director of television for NBC Western Division, and manager, KNBH (TV) Hollywood; Don McNamara, television director, Telefilm Inc.; Russell Furse, Cascade Pictures.

Coincident with these announcements came the appointment of Benton Paschall, owner of Western Radio Service (radio and television representative) as chairman of Awards Dinner Committee, replacing Dick Lane who resigned the position because of motion picture commitments.

Other recent academy appointments include: to Steering Committee, Syd Cassyd and H. L. Hoffman; Award Dinner Arrangements Committee, Rita La Roy, Jack O'Mara, Joyce James, Tom Armistead, Glad Hall Jones, Erskine Johnson, Isabelle Pantone, C. S. Ver Halen, William Petrillo, Lyle Fry, Russell Furse, Ted Ball, Mark Finley, Lenore Kingston, Claire Hughes.

'CAP' TO CANDY

Johnson Buys DuMont Show

DUMONT TV Network's adventure series for youngsters, *Captain Video*, has been purchased by the Walter H. Johnson Candy Co., Chicago. The program will be sponsored Monday, 7-7:30 p.m. on WABD (TV) New York, WXEL (TV) Cleveland, WCPO-TV Cincinnati, WTVN (TV) Columbus and WTTG (TV) Washington. Tuesday through Friday the program will continue sustaining.

The contract, effective Jan. 23, was placed through Franklin Bruck Advertising Agency, New York.

Canada TV Units

TWO CANADIAN branches of U. S. companies will build the first two TV transmitters in Canada. Canadian General Electric has been given an order for a TV station at Toronto by Canadian Broadcasting Corp., with the transmitter to cost $184,000. At Montreal, CBC gave the order amounting to $204,000 to RCA-Victor. Only these two companies were asked by CBC to quote prices, it was reported. Transmitters are expected to be in full operation by fall of 1951. The money is part of the $4,500,000 recently loaned the CBC by the Canadian government for the building of TV stations and studios at Montreal and Toronto.

WLWT (TV) Cincinnati announces increase of 264% in number of sponsors during past year.

TVA OFFER

Welcomes SAG as Partner

TELEVISION AUTHORITY, in an effort to seek peace in its jurisdictional tangle with Screen Actors Guild, last week sent the film union its first official offer to become a partner in bargaining for television performers.

The offer was made by TVA's board and was announced by George Heller, national executive secretary of TVA. It was predicated on agreement by TVA and the Guild on certain points, among them:

1. That there be some machinery for breaking deadlocks which may arise between the two groups.
2. That on all important actions, such as calling a strike of all video performers, members of both TVA and the Screen Guilds must meet jointly for discussion and action.
3. That film sequences, film commercial spots and kinescopes of whatever nature should be solely within the responsibility of TVA.

The TVA offer was sent by letter to the Guild and was itself an answer to a guild request that TVA inform the Guild in writing what form of television agreement the live talent unions in TVA are willing to make with the film guild.

The TVA board suggested three alternative methods for settling these unresolved points. TVA said the Guild could (1) send a committee to New York to discuss and negotiate with TVA unresolved points in the partnership discussion; (2) these points could be submitted to mediation by a mutually acceptable party or parties; (3) the whole television controversy could be submitted to mediation.

WKRC-TV EXPANDS

Bolles, Cornell to New Posts

Mr. Cornell

Mr Bolles

TWO executives of WKRC-TV Cincinnati have been promoted under the station's expansion plans announced last week by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensee.

E. Joe Bolles, program director since April last year, has been appointed sales executive. Syd Cornell, special events director and member of the production staff, has become commercial production manager. Mr. Taft said the changes would strengthen WKRC-TV during its 1950 expanded operations. The appointments are effective immediately.

Film Report

TRANSFILM Inc., New York, has produced two one-minute TV spots for **Camel** cigarettes. Spots to be seen this month feature press box interviews with big league ball players. Agency, **William Esty**, New York. . . . **Fran Harris**, television director of **Ruthrauff & Ryan**, Chicago, for past 4½ years, has resigned and established her own TV creative service, **Fran Harris Productions**, at 6533 Hollywood Blvd., Hollywood. Telephone is Hillside 9254. Among accounts being handled on a freelance basis is Ruthrauff & Ryan Inc., Hollywood.

Norman Charles Lindquist, formerly with Malcolm-Howard Agency, Chicago, as television director, has joined staff of **Atlas Film Corp.**, Oak Park, Ill., in same capacity. He will coordinate sales and creative work in TV film commercials and shows. . . . **GMY Productions**, 1512 Crossroads of the World, is new Hollywood firm producing TV programs. Principals are **Gene Gach**, independent press agent; **Joe Yokum**, announcer, and **Alan Mann**, radio and television producer.

* * *

Cinemart, 565 Fifth Ave., New York, has completed series of 20-second TV film spots for **National Board of Fire Underwriters.** Series being offered free to all TV stations willing to air spots from time to time as public service. Film features common causes of home fires and stresses simple precautions required to prevent them. **Ernest Chappell** does narration. . . . **Telefilm Inc.**, Hollywood, filming sequence of television commercials for **Pontiac** (passenger cars) at **ABC Television Center**, Hollywood. This is the first time outside organization has used facilities of network. Agency for Pontiac, **Taggart & Young**, Los Angeles. Telefilm has completed nine-minute video film, "The Sea Devil," based on hunt for giant ray off coastal waters of Central America. Film to be released on rental basis.

* * *

Inter State Bakeries, Kansas City (Butter Nut Bread), through **R. J. Potts-Calkins & Holden**, that city, has signed for production of 12 one-minute film spots by **Five Star Productions**, Hollywood. **William Brewer**, radio and TV director, is supervising production. Fully animated spots to be used over five stations in Midwest. . . . **United Productions of America**, Burbank, Calif., has been signed to do third series of television commercials for **Ford**. Agency: **J. Walter Thompson Co.**, New York.

Estimated 1½ million feet of 16mm film annually will be used by **KECA-TV Hollywood** for kinescoping, according to **Ernest Felix**, assistant treasurer of ABC Hollywood. Film will be used for making master and copy kinescopes of Hollywood-originating productions for release on other ABC-TV stations. Station recently completed construction and tests for two video recording units. . . . **Peter Paul Inc.** (Mounds candy bars) currently running spots on 40 TV stations throughout country. **George Pal Productions Inc.**, Hollywood, produced "Puppetoon" films which have musical comedy format. Candy firm plans similar campaign for Almond Joy candy. Agency **Brisacher, Wheeler & Staff**, Los Angeles.

Harvey Pergament, president of **Cavalcade Pictures Inc.**, 959 Seward St., Hollywood, has announced establishment of New York sales offices and entering of audio-visual education field. Production will take place at West Coast offices. Negotiations are underway with several lecturer photographers to adapt their films with narration of factual information for release. **Frederic and Sylvia Christians** were first to be signed. Audio-visual series to be titled "Far Away People and Far Away Places." Theatre and TV series to be called "A Dream of a Holiday." Firm's first film in cutting and editing stage is "The Earth Speaks."

* * *

Formation of national distributing division, for sale of several KTTV (TV) Los Angeles television programs, has been announced by Norman Chandler, president of station. New operation, to be known as **Television Recording Ltd.**, to be supervised by Frank G. King, KTTV sales manager, assisted by **Ralph Tuchman**, sales service coordinator. Programs being offered for sale at this time includes *Pantomime Quiz*, now being shown in Los Angeles area and on WCBS-TV New York, sponsored by **Metropolitan Chevrolet** dealers; *Buster Keaton Show*, sponsored by **L. A. Studebaker** dealers and sustaining *Mystery Is My Hobby*.

Jerry Fairbanks Productions, Hollywood, currently producing six one-minute film commercials and one five-minute color short for TV for **Oldsmobile.** Agency, **D. P. Brother & Co. Inc.**, Detroit. Firm recently copyrighted name of its new multi-camera technique as **Multicam Process.** New process can film long, medium and closeup shots simultaneously, reportedly cutting production costs by 500%.

SYLVANIA Television is recommending that all its dealers and distributors use maps showing television reception in their areas as a means of selling more sets. Maps illustrate how unusual topography influences set performance and how expert installation can provide the best possible reception.

Auricon

16mm Sound-On-Film

RECORDING EQUIPMENT

for

TELEVISION FILM PRODUCTION

AURICON "Cine-Voice" CAMERA

100 FT. 16mm Sound-on-Film $695.00

"AURICON-PRO" CAMERA

200 FT. 16mm Sound-on-Film $1191.00

"AURICON 1200" CAMERA for 33 minutes of Continuous Sound and Picture

1200 FT. 16mm Sound-on-Film $2860.00

AURICON Cameras provide ideal working tools for Television Films of all kinds, from Spot News and Sidewalk Interviews to Major Studio Productions. Sold on a 30 day money-back guarantee. Write for free Catalog.

GUARANTEED ONE YEAR • RCA LICENSED

Auricon Hollywood

BERNDT-BACH, Inc.

7365 Beverly Blvd., Los Angeles 36, Calif.

MANUFACTURERS OF SOUND ON FILM RECORDING EQUIPMENT SINCE 1931

Color's Debut

(Continued from Telecasting 3)

were "a little too bright"; 86.6% rated clearness of detail excellent or very good, 10.5% only good and 95% rated "trueness-to-life of colors" as excellent, very good or good.

Color sets also were installed in the homes of the FCC Commissioners to enable them to view programs telecast this month. Other test operations, of a technical nature, are being conducted in New York and Philadelphia [TELECASTING, Dec. 26, 1949]. Data obtained from the three-city operation, including the public reaction, will be furnished FCC for use in the color hearings.

Other special color features were shown in Washington prior to Thursday's public debut, beginning with a "sneak preview" New Year's night. On Jan. 8, CBS telecast a half-hour drama, *Sorry, Wrong Number.*

COLOR ADAPTOR

CBS to Study FCC Unit

PERMISSION was granted by FCC last week for CBS to duplicate for study, the automatic adaptor, invented by Edwin W. Chapin and Willmar K. Roberts of the Commission's laboratory division, which permits monochrome reception of either the RCA or CBS color systems as well as standard black-and-white TV [TELECASTING, Nov. 28, 1949].

Authority also was given CBS to distribute copies of the circuit diagram for the automatic adaptor which has been patented by the inventors and assigned to the government and FCC. CBS, in making its request, had told the Commission it wished to study and test the adaptor and possibly construct suitable models.

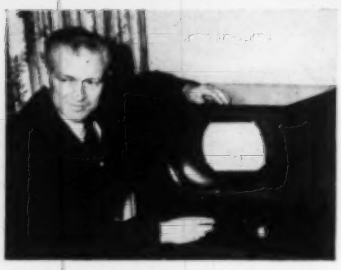
The adaptor was described during the color television hearing in late November as being a one-tube unit constructed at a "minor" cost and capable of automatically following the transmitter from 525 lines and 60 fields to 405 lines and 144 fields.

The authority to CBS was granted on the following conditions:

(a) The authority granted herein is non-exclusive and shall expire six months from the date of this letter. (b) No construction and testing of the above invention shall be carried on for commercial purposes. (c) Payment of royalties to the Government of the United States for the authority granted herein is waived. (d) CBS shall present testimony upon the resumption of the hearing in Docket Nos. 8736 et al. [color TV], as to the results of its construction and testing under this authorization.

New NBC-TV Affiliate

NBC-TV has signed WSYR-TV Syracuse as the network's 27th interconnected member. The station, which will begin operations about Feb. 15, becomes the 57th television station to affiliate with NBC-TV. WSYR-TV has no other network affiliation.



FCC COMR. Rosel H. Hyde with CBS color TV set in his home.

CTI SYSTEM

Begins S. F. Color Tests

COLOR Television Inc., of San Francisco, participant with RCA and CBS in FCC's color TV hearings, staged a demonstration of its color system in San Francisco last week.

Success of the tests was widely acclaimed in local news reports on basis of color reproduction and clarity of picture.

CTI is microwaving its color signal from its 30 Sterling St. laboratories approximately one mile to the KPIX (TV) transmitter atop the Mark Hopkins Hotel. KPIX then retransmits the signal over its assigned Channel 5.

The color transmission tests are being conducted for one hour each Wednesday through Saturday for reception by black-and-white receivers in the area and by CTI's color receivers. FCC staff representatives have planned to visit San Francisco to witness the tests before CTI demonstrates its system before the Commission in Washington on Feb. 20.

TV 'THROTTLED'

Webster Criticizes FCC

TELEVISION is a "multi-billion dollar industry being throttled by a government bureau unable to make up its mind," Glenn E. Webster of Webster Engineering Co., Cedar Rapids, asserted last week in a letter to Sen. Bourke B. Hickenlooper (R-Iowa).

He contended the freeze should be lifted "at once," and said "if and when color television is ready it will be absorbed by the industry as new improvements are incorporated in the motor car field." He claimed color is not ready, and expressed hope that "something can be done to break up these long hearings."

Mr. Webster said he considered the situation "so serious as to need some congressional attention." He felt that "if more of us would write our Senators and Representatives we might force some action out of this stagnant Commission."

He wrote:

Every segment of society would be served from the steel maker to the manufacturer and the public by a quick decision on the part of the Commission.

. . . (The) freeze has been in effect for nearly two years now and the end is not in sight. During this time they have held two stupendous hearings upon the subject and finally have bogged down in their own immensity. Great pressure has been brought upon the Commission to decide what type of color television is to be given the green light. The actual facts are that none of the proposed color systems are now ready for commercial use and the whole television industry is being held up. . . .

These drawn-out hearings have become stalls for time while the Commission casts about for some solution. Regardless of what decision is made there will be wailing, and putting it off will not ease the sting. . . .

The TV freeze has been in effect since Sept. 30, 1948.

TV CONFERENCE

Asks Folsom To Keynote March 6-9 Meet

FRANK M. FOLSOM, president of RCA, has been asked by the Chicago Television Council to keynote the opening session of its second annual National Television Conference March 6. He will explain how and why "TV comes of age." More than 30 TV executives will address an expected 400 registrants during the three-day session. About half have accepted invitations, according to Council President George W. Harvey, who will give the welcome address.

Three men—talking from the viewpoints "I Sell TV," "I Buy TV" and "I Pay for TV"—will headline a two-hour panel that afternoon. Entertainment at the "Gridiron Dinner" Monday evening will satirize TV. Midwest video stars are slated to perform, and the event may be telecast locally on WENR-TV.

Tuesday morning, March 7, discussionists of "New Slants on Creating, Writing and Directing" will include Beulah Zachary, producer of *Kukla, Fran & Ollie;* Ted Mills, program manager, WNBQ (NBC) Chicago; Louis G. Cowan, president of the package firm bearing his name, and Fred Bolton, art director, J. Walter Thompson Co., Chicago.

Sales and Management

Concurrently, four station executives will outline their "1950 Approach in Station Sales and Station Management." The lineup, still incomplete, will represent single and multiple station operations, off-the-cable station and a new, small outlet. NBC AM and TV commentator, Clifton Utley, will moderate a discussion of "Color Now or Color Later" at the Tuesday luncheon. Men from CBS and DuMont have been invited to talk on the topic.

Holman Faust of Schwimmer & Scott Agency, Chicago, will moderate a panel on "TV Pays Off" Tuesday afternoon. He will introduce Larry Sizer, advertising manager, Marshall Field & Co., and Phil Creedon, advertising manager, Edward Hines Lumber Co., both Chicago TV sponsors, who will speak on children's and service shows respectively. Representatives of other sponsors, Kelvinator and O'Cedar Mop, will explain their use of participations and spots.

Oscar Katz, CBS research chief, has been invited to lead discussion of "What Research Can Contribute to Television in 1950" on the closing day, March 8. Prof. Charles L. Allen, research director, Medill School of Journalism, Northwestern U., is expected to give results of an independent survey on Chicago TV successes which he is conducting for the council. TV research firms—C. E. Hooper, A. C. Nielsen, Pulse and Jay & Graham—will probably be represented also.

Theatre TV

A threatre TV panel will be followed by a Phonevision seminar. H. C. Bonfig, advertising manager of Zenith, which developed the pay-as-you-see TV system, has agreed to speak.

"TV Versus AM" will be debated at luncheon by a TV and an AM expert, after which they will answer questions from the floor. The closing session, "Stations, Agencies Solve Program Problems," will feature Monte Fassnacht, ABC-TV; Fred Freeland, TV director, Ruthrauff & Ryan; Don Cook, WGN-TV, and Norman Lindquist, TV director, Atlas Film Corp., all Chicago. Joseph Betzer of Sarra Inc. will describe fundamentals of TV film commercials.

MIXED VHF-UHF

FCC Denies CML Request

FCC DENIED last week a request that it withdraw the mixed VHF-UHF television plan that it proposed last July [TELECASTING, July 18, 1949].

The request had been advanced by Communications Measurements Labs., New York, which opposed adoption of a "hybrid VHF-UHF" television system [TELECASTING, Dec. 26, 1949].

Other requests submitted by CML were accepted by the Commission for consideration by participants in forthcoming UHF television hearings. These included proposals that FCC:

1. Establish a municipal or small-town station classification with a maximum power of 1 kw effective radiated power and a maximum height of 150 feet;

2. Reduce the minimum antenna height of the community type station to 250 feet;

3. Abolish channel assignments to metropolitan, community or municipal stations exclusively;

4. Establish new interference ratios;

5. Amend the television engineering standards to provide that the directivity of receiving antennas be integrated into the "inter area interference calculations."

XUM

Cross-Plugging Policy

WITH the exception of sign-off time on television where such periods come before the regular radio sign-off, KSTP and KSTP-TV Minneapolis, effective Jan. 1, eliminated all cross-plugging of air features, a general practice in organizations with both AM and TV outlets. Explaining the order, Miller C. Robertson, vice president in charge of sales, said: "Elimination of cross-plugs is being done because in the Minneapolis-St. Paul market television has come of age. It is no longer fair to advertisers on either facility to do any cross-plugging which might direct their attention to the other." Only at the TV sign-off time stated does KSTP-TV refer viewers to the KSTP-AM frequency and plug the program currently on the air.

Theatre Service

(Continued from Telecasting 3)

Assn. of America Inc.; Twentieth Century-Fox Film Corp.; Fabian Enterprises Inc.; Motion Picture Theatre Owners of West Virginia; Walter Reade Theatres Inc.; Sidney Lust Theatres; Theatre Owners of Oklahoma Inc.; Paramount Television Productions Inc.; Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois; Kansas-Missouri Theatre Assn.; Tri-States Theatre Corp.; Greater Huntington Theatre Corp., Oak Ridge Theatres and Capitol and Ferguson Theatres; Everett Enterprises Inc.; Martin Theatres of Florida Inc.; Martin Theatres of Alabama Inc., and Martin Theatres of Georgia Inc.; Independent Theatre Owners of Arkansas; United Detroit Theatres Corp.; Essaness Theatres Corp., Lockwood & Gordon Enterprises Inc.; Balaban & Katz Corp.; Motion Picture Theatre Owners of Metropolitan D. C.; New Mexico Theatre Assn. and New England Theatres Inc.

The hearing will be held upon the following issues:

(a) To determine whether the existing and proposed transmission requirements for theatre television can be satisfied by existing and proposed common carrier wire facilities or by existing and proposed common carrier fixed station facilities operated in bands of frequencies now allocated to such stations.

(b) To determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theatre television service.

(c) To obtain full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres or elsewhere.

(d) To obtain full information concerning existing or proposed methods or systems for transmitting or relaying television programs from the point of pickup to the exhibiting theatre, by use of radio frequencies, coaxial cable, wire, or other means, including intra-city and inter-city transmission.

(e) To obtain full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available.

(f) To obtain full information concerning any non-technical data obtained in experimental operations conducted in the theatre television field, or otherwise available, including public need or demand for the proposed service, public need or desires in theatre television programs, approximate uses for the service, and commercial feasibility of the service.

(g) To obtain full information concerning plans or proposals looking toward the establishment of theatre television on a commercial or non-commercial basis.

(h) To determine whether persons engaged in furnishing theatre television services would be engaged as common carriers for hire in interstate communications by wire or radio, within the meaning of Section 3(h) of the Communications Act of 1934, as amended.

(i) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the conditions under which such service would be made available.

(j) In the light of the evidence adduced under the foregoing issues, to determine whether or not the public interest would be served by the issuance of a proposal for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and engineering standards governing such a service.

TEST PATTERNS

Would Ease FCC Policy

NUMBER of telecasters last week told FCC the proposed "liberalization" of its prohibition of separate aural and visual operations was commendable, but many desired some additional modification [BROADCASTING, Dec. 12, 1949]. Most want some test pattern-with-music operation for sales demonstration, installation and pre-program warmup purposes.

The Commission proposes to continue the policy announced earlier to allow test patterns to be accompanied only by a single tone or series of varied tones. Separate operation of the aural transmitter would be allowed only for test or experimental purposes, or for emergency fills upon failure of visual equipment.

NAB suggested stations be allowed to use test pattern-music format for 15 minutes for receiver warmup before the regular program schedule. Similar view was expressed by KTTV (TV) Los Angeles, KSL-TV Salt Lake City, WBTV (TV) Charlotte, N. C., and WKRC-TV Cincinnati. KTTV noted if this were not allowed, stations would have difficulty getting sponsorship for the first program.

Authority Asked

WBTV and WKRC-TV further asked for test pattern-music format authority at other times during the day to aid sales demonstrations and installation of receivers and antennas. This position also was taken by ABC, NBC, KPIX (TV) San Francisco and Fort Industry Co., operator of WSPD-TV Toledo, WAGA-TV Atlanta and WJBK-TV Detroit.

RCA Service Co. stressed need for music as an aid in adjusting sets upon installation and servicing as well as in teaching set owners how to operate them. Firm, which has 3,000 technicians in field, reported many service call-backs now necessary under restriction.

Television Broadcasters Assn. asked FCC to hold informal conference with TV operators to consider practical problems involved.

KTLA (TV) Hollywood suggested music with still picture be allowed to introduce and set the mood for a forthcoming program. Paramount's outlet also asked that news and music be allowed to retain audience during periods of visual trouble.

DISCUSSION group at recent Telefilm Inc., Hollywood, spot commercial clinic in San Francisco includes (l to r) Helen Innis, Biow Co.; Milton Wise, Long Adv. Service; Charles Trieschmann, Foote, Cone & Belding; George Voigt, BROADCASTING'S San Francisco correspondent; David H. Sandeberg, Pacific Coast mgr., Avery-Knodel; Don McNamara (back to camera), Telefilm.

SCRIPT of the new Phillips Soup sponsored, Ziv produced, *Easy Aces*, TV program on 15 DuMont stations (Wednesday at 7:45 p.m.), is given a final check by (l to r): Seated—Goodman Ace, star of show; Theodore Phillips, Phillips Soups; standing—John Sinn, pres., Ziv Television Programs; Paul Phillips, Aitken-Kynett Adv. Agency, Philadelphia.

VICTOR MOORE, star of Guild Wine's one-minute spots, looks into his crystal ball in a scene from one of the dramatized presentations released over stations in San Francisco, New York and Los Angeles. With him are Ted Krough (l) and Bill Honig of Honig-Cooper Co.

PLAQUE from Niles Trammell, NBC board chairman, goes to George Wasserman (l), George's Radio & TV Co. head, as first advertiser on first licensed Washington, D. C., TV station —WNBW. With him (l to r): Philip G. Keller, George's mgr.; WNBW Coml. Mgr. Mahlon Glascock; Robert J. Enders, Enders Agency.

FLANKED by Proprietor Willie Thall (l) of WLWT (TV) Cincinnati's *General Store*, and his helper, Elmer, George Baker, manager of the Cincinnati division of Hughes-Peters Inc., distributor of Emerson radio and TV sets, okays the franchise making the pair sole dealers of Emerson sets in the imaginary town of Broken Tooth, "somewhere near Cincinnati."

16th in a distinguished series...

1950
The Broadcasting Yearbook and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns —who handles the account?

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these **exclusive** features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

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BUSINESS JOURNAL OF RADIO-TV

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Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00 ☐ Please bill me

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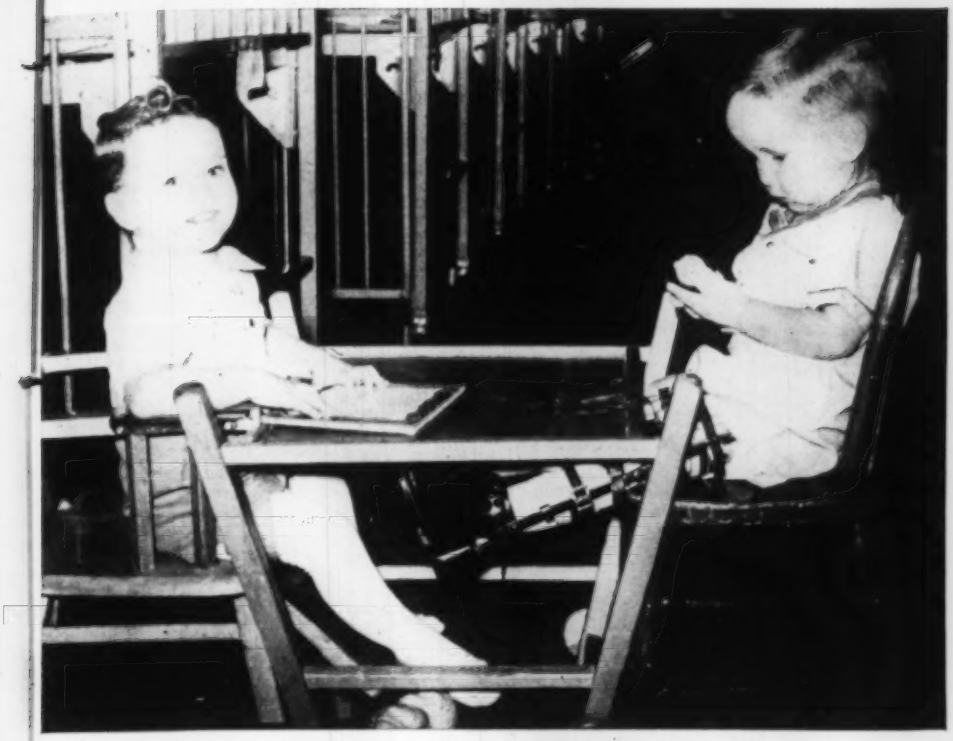
XUM



We Need Your Help More Than Ever Before

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1950 · MARCH OF DIMES · 1950

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Co-Chairmen: JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS
WILLIAM H. FINESHRIBER, Vice-President, MBS; CHARLES C. BARRY, Vice-President, ABC

PRESENTS

The Following All-Star Programs *In The Fight Against Infantile Paralysis*

RADIO SHOWS · *Electrical Transcriptions*

FRANKIE LAINE with Ernie Hecksher and his Orchestra; **CARMEN CAVALLERO** and his Piano and Orchestra; **HOWARD BARLOW** and his 50-piece Symphony Orchestra; **EDDY ARNOLD,** the Tennessee Plowboy; **ELLIOT LAWRENCE** and his Orchestra; **DORIS DAY-LES BROWN** and Orchestra; **FREDDY MARTIN** and the Martin Men; **HELEN HAYES; BASIL O'CONNOR; DISCS FOR DIMES and SPOTS.**

TELEVISION PROGRAMS · *16mm. Sound Film*

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; **RUBE SAMUELSON,** Sports Writer; **NANCY CHAFFEE,** Tennis Star, in a Sports Quiz Program with Pantomime; **HOAGY CARMICHAEL** and his Piano; **SANDY DREAMS,** headlining an All-Kid Quiz Show; **GISELLE & SZONY,** Famous Dance Team; **LARRY STEVENS,** former singer on Jack Benny Program; **JACK SMITH; MIKE STOKEY'S PANTOMIME QUIZ** with **SANDRA SPENCE, VINCENT PRICE** and **CHILI WILLIAMS.**

Please Use As Often As Good Programming Permits—January 16-31—Thanks

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder
HOWARD J. LONDON, Director—Radio, Television and Motion Pictures **BEekman 3-0500**

XUM

Mr. Jim Brown
Batten, Barton, Durstine, & Osborne
New York City

Dear Jim:

Congratulashuns on yer new job! I reckon th' boys at WCHS'll be hearin' from ya from time ter time, an' this seems like a good opportunity ter remind ya thet WCHS is West Virginny's number one station. Heerd good proof o' thet t'other nite. All th' sportsmen o' th' intare state was gethered t'gether fer th' big awards dinner. Lots o' big names wuz there includin' His Excellency th' Guv'ner. Well sir, when th' Guv'ner got up ter say a few words he took as his text th' slogan uv our sportscaster Ernie Saunders, "Win or Lose, Be a Good Sport!" He sed he lissened ter th' man what says thet, an' thet he liked hit! Then when th' toastmaster got up he carried th' idee right along and th' WCHS Sport Page uv th' Air became th' real theem o' th' meetin'! Jest goes ter show, Jim, thet when folks round Charleston thinks o' radio, they think o' WCHS! Fellers like you orta keep thet in mind.

Yrs.
Algy.

WCHS
Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

Recent Department of Commerce statistics show MISSISSIPPI'S retail sales up 463% in the past decade. Other indicators show further proof of MISSISSIPPI'S growth and expansion. When you buy WJDX —WJDX-FM, you buy 20 years of successful radio salesmanship in this big 1950 market . . . at rates unchanged since 1939.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Programs

BASED on success of Thanksgiving-to-Christmas series of nightly readings from Bible, WCAU Philadelphia and Philadelphia Council of Churches will inaugurate new series during Lent. Programs will begin Ash Wednesday and continue through Easter Sunday, from 11:25-11:30 p.m. Object of series is to encourage laymen to read Bible by hearing readings by prominent laymen in every walk of life. Bookmarks listing suggested Bible passages for every day of 1950, published by American Bible Society, are available by writing to WCAU.

On-the-Spot Donation

ESTABLISHMENT of Omaha Regional Blood Center in Council Chambers of Omaha City Hall was occasion for special program aired by News Commentator Ray Clark of WOW there. During five-minute show, Mr. Clark interviewed May Schluter, chief Red Cross nurse, concerning continuous need for donors and other information about giving of blood and operation of blood bank. While discussion was going on, Mr. Clark donated pint of his blood, giving listeners encouraging example of simplicity of process.

'Politics 1950'

JOINT political forum conducted over KEX Portland, Ore., features Republicans and Democrats discussing viewpoints on current state issues in eight-week series. Show is titled *Politics 1950*, and each broadcast includes seven-minute, interrupted presentation by two representatives of each party, outlining viewpoint on appointed topic. Subject is then thrown open for discussion, questions and comments by four speakers. Bob Thomas, news editor for KEX, is moderator. Subject for following week is announced at end of each show and questions from listeners, directed to either party, are solicited.

WAVE-TV's 'Spring Training'

NEW series, titled *Spring Training*, aired on WAVE-TV Louisville, features major league players demonstrating their "specialties" to video audience. Players who make their homes in Louisville cooperate in demonstrations with Bernie Bracher, TV sports announcer, and Dick Jackson, show's director. Series will wind up with films direct from big league spring training camps.

British Transcriptions

EXCLUSIVE Central New England radio rights to *World Theatre*, series of stage-length transcriptions of dramas featuring stars of Old Vic Theatre, stage company, granted to WTAG-AM-FM Worcester, Mass. Plays run about three hours in length and will be heard Saturday, between 3 and 6 p.m. Majority of plays are Shakespearean. Series is under local supervision of Gladys Tomajan, WTAG special program assistant.

Hat Designing

NEW fashion show, *Frankly Feminine*, on KGO-TV San Francisco, makes interesting viewing of 15-minutes of almost total commercial. Program features Bobby Lyons, advertising and fashion consultant, who demonstrates how to create hats at home from basic pieces available at The Millinery Bazaar, local hat shop and one of show's sponsors. Completed hats are modeled by girls wearing furs from another of program's sponsors. Feminine guest from foreign country is interviewed about fashions and news of feminine interest in her homeland each week. Show is created and packaged by William Winter.

Custom-Made Stories

YOUNG listeners can order custom-made stories from Paul Boles, writer and narrator of children's series, *My Own Story*, on WKBZ Muskegon, Mich. Children are requested to write to station and suggest ideas for stories they would like to hear. For example, a boy or girl might ask for story about dog, passenger train and snow man. Around such ingredients, Mr. Boles weaves his broadcast.

TV Goes Latin

FLOOR show of Pan American Casino Club in Baltimore has been incorporated into local live program over WAAM (TV) Baltimore, Saturday, 7-7:30 p.m. Show is titled *Pan American Casino* and produced from WAAM's studios. Background for singing and dancing talent is provided by Producer Dennis Kane and Art Director Barry Mansfield. Show is participating.

Long-Distance Cooperation

MERE 1,000 miles was no obstacle to WHIT New Bern, N. C., when it aired game by its local midget football squad in Miami recently. Broadcast originated in Orange Bowl and was piped over special lines to New Bern. WKAT Miami furnished sportscaster, announcer and remote engineer to WHIT for broadcast. Team's trip and game airing were sponsored by New Bern Recreation Dept.

Good-will Stressed

BI-LINGUAL good-will program, *Inter-American Voice of the Air*, began originating in Washington fortnight ago. Conducted by Mr. Francisco C. Banda, show emanates from WQQW-AM-FM and is heard Monday, Wednesday, Friday and Sunday. Latin-American music, news, commentaries, and interviews with distinguished personalities in international field are featured. Dr. Banda is well-known figure in Washington diplomatic world and is recognized authority on Inter-American affairs.

The Prisoners Speak

INMATES of penal or reformatory institutions in Massachusetts currently heard on series of weekly half-hour broadcasts over WMEX Boston. Called *The Prisoners Speak*, each program has panel of four inmates and is presented by United Prison Assn. of Massachusetts. Association also presents expert in penology or inmate activity. Series has been planned by UPA in cooperation with Massachusetts Dept. of Correction and inmates of Norfolk State Prison Colony and Men's Reformatory at Concord. *The Prisoners Speak* is produced by George W. Slade, former educational director for New England Westinghouse stations, WBZ Boston, WBZA Springfield.

FIRE AWARDS

Radio To Share in Gold Medal

RADIO again this year will share in the annual Gold Medal Awards of the National Board of Fire Underwriters in recognition of outstanding public service in fire prevention. A gold medal or $500 in cash will be awarded to the station which has contributed the most to improving the fire safety of its community. Other stations will receive honorable mention citations for campaigns of unusual merit.

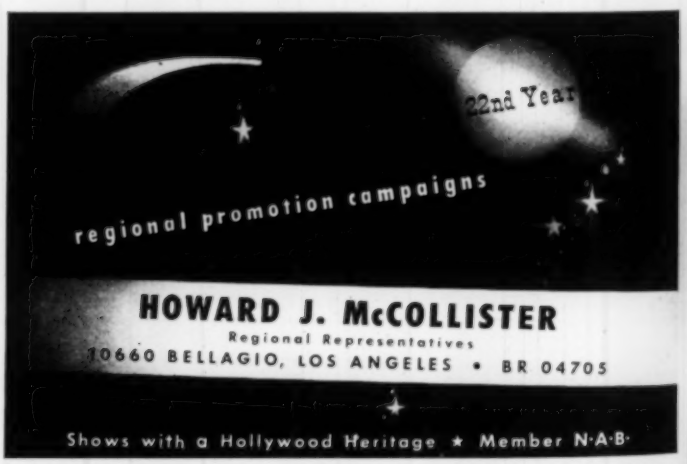
Last year's top radio award went to WOWO Fort Wayne, Ind.

Deadline for nominations for the Gold Medal Awards is Feb. 28. The nominations may be made by fire chiefs, city officials, officers or local business or civic organizations, fire safety councils, or other individuals or groups.

Nominations, accompanied by exhibits or brochures indicating the success of the respective campaign should be sent to the NBFU, 85 John St., New York 7, N. Y.

The Gold Medal Awards were established in 1941 to give recognition to stations and daily newspapers for outstanding public service.

TRANSCRIPTION by Betsy King, nine-year-old disc jockey for WCOP Boston, on behalf of Children's Hospital Fund drive, distributed to 40 stations in Massachusetts.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ACTIONS OF THE FCC

JANUARY 6 to JANUARY 14

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 6 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hyde

Zenith Radio Corp., Chicago—Commission continued indefinitely hearing scheduled on Jan. 16, re petition for authority to conduct "Phonevision" tests on limited commercial basis, pending action on petition for reconsideration and grant without hearing of W9XZV.

By Examiner Fanney N. Litvin

WCTT Corbin, Ky.—Granted leave to amend application so as to change maximum expected operating values shown in eng. data attached to application toward CHLO St. Thomas, Ont. to 270 mv/m in horizontal plane and to 256 mv/m at pertinent vertical angle, and toward WMPS Memphis, Tenn. to 70 mv/m in the horizontal plane and to 92 mv/m at pertinent critical angle; and so as to show increased expenditures for studio equipment, cost of land, cost of buildings, and total cost of installation.

WCTT Corbin, Ky.—Granted dismissal as moot of petition filed Sept. 26, 1949, to sever application from consolidated proceedings and for removal from hearing docket.

By Examiner Hugh B. Hutchison

WCMB Lemoyne, Pa.—Granted leave to amend application for purpose of submitting revised information in Sec. III thereof concerning applicant's financial qualifications; revised information in Sec. IV to show program analyses for the 1949 composite week, proposed operation on basis of 163 hours each week, proposed staff, and supplemental information concerning network affiliation plans; and revised information in Sec. V to show direc. daytime operation.

January 6 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

KVOL Lafayette, La.—CP to change from 1340 kc 250 w unl. to 1480 kc 5 kw-D 1 kw-N AMENDED to request 1330 kc 1 kw unl. DA-N.

AM—1410 kc

WGRD Grand Rapids, Mich.—CP to change from 1410 kc 1 kw-D to 1410 kc 1 kw unl. DA-N AMENDED to request 1410 kc 5 kw unl. DA-DN.

AM—1330 kc

WWHG Hornell, N. Y.—CP to change from 1590 kc 1 kw-D to 1420 kc 1 kw-D 500 w-N AMENDED to request 1330 kc 1 kw-D 500 w-N DA-N.

AM—1230 kc

Coast Bcstrs. Inc., Astoria, Ore.—CP new station on 1230 kc 250 w unl. AMENDED to request change to Deal O. Wilkins and Howard Marks d/b as Coast Bcstrs.

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension of SSA to operate on 770 kc 50 kw-D 25 kw-N for period beginning March 1, 1950.

Modification of CP

Mod. CP new FM stations for extension of completion dates: WFOR-FM Hattiesburg, Miss.; WELD Columbus, Ohio; WIZZ Wilkes-Barre, Pa.

License Renewal

WMBD Peoria, Ill.—Request for renewal of license FM station.

CP to Replace CP

WHHM-FM Memphis, Tenn.—CP to replace expired CP new FM station.

Modification of CP

KMTV Omaha, Neb.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—830 kc

WNYC New York—Request for extension of SSA to operate between hours of 6 a.m. EST at New York and sunset Minneapolis, Minn., and 10 p.m. EST using DA designed therefor, for period of six mos. beginning March 2, 1950.

January 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCBM Baltimore—Mod. CP change frequency etc. for extension of completion date.
WHLD Niagara Falls, N. Y.—Same.
KATL Houston, Tex.—Mod. CP increase power etc. for extension of completion date.
KOTV(TV) Tulsa, Okla.—Mod. CP new TV station for extension of completion date to 7-26-50.
KEYL(TV) San Antonio—Same to 4-7-50.
WSM-TV Nashville—Mod. CP specify site AMENDED to change trans. site and change ERP from vis. 14.4 kw, aur. 7.2 kw to vis. 23.7 kw, aur. 11.85 kw.

License Renewal

WNHC New Haven, Conn.—License renewal AM station.

TENDERED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. license change N power from 1 kw to 5 kw (1170 kc).

APPLICATIONS RETURNED

KSUB Cedar City, Utah—RETURNED Jan. 4 application for license renewal.
The Kettle-Moraine Bcstg. Co., Hartford, Wis.—RETURNED Jan. 4 application for CP new AM station 1550 kc 500 w D.

January 10 Decisions . . .

BY THE SECRETARY

WWCA Gary, Ind.—Granted license for new station 1270 kc 1 kw DA-2 unl.
KSTN Stockton, Calif.—Granted license for new station 1420 kc 1 kw DA unl.
KXGN Glendive, Mont.—Granted license for new station 1400 kc 250 w unl., and to specify studio location.
Central Bcstg. Co., Davenport, Iowa—Granted license for new exp. TV relay KAA-99.
KAMQ Amarillo, Tex.—Granted license change power, hours etc.
KTSA-FM San Antonio, Tex.—Granted assignment of CP from Express Pub. Co. to Sunshine Bcstg. Co., wholly owned subsidiary of present permitee.
The WGAR Bcstg. Co., Area, Cleveland, Ohio—Granted CP to make changes in existing remote pickup KA-3407, to change power to 15 w and type trans.
WJR, The Goodwill Station, Detroit, Mich.—Granted CP to make changes in existing remote pickup KQA-755, to change frequencies to 153.05, 153.11 & 152.91 mc, power to 50 w, and type trans. to composite. Also granted mod. license of remote pickup KA-4608 to change freqs. to 26.15, 26.25 and 26.35 mc.
WCMI Ashland, Ky—Granted CP install new trans.
WRAD Nr. Radford, Va.—Granted mod. CP for approval ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown: WEBS Oak Park, Ill., to 7-14-50; WIZZ Wilkes-Barre, Pa., to 5-29-50; WFOR-FM Hattiesburg, Miss., to 4-4-50; WRGA-FM Rome, Ga., to 4-15-50; KEYL San Antonio, to 4-7-50; KMTV Omaha, to 8-1-50; KAST Astoria, Ore., to 2-10-50; WMVA Martinsville, Va., to 1-27-50; KNOB Long Beach, Calif., to 4-22-50; WBBB-FM Burlington, N. C., to 6-30-50; WLAV-FM Grand Rapids, to 7-12-50; WCOR Lauderdale, Fla., to 4-11-50; WAPO-FM Chattanooga, to 7-21-50; WTRT Toledo, to 4-1-50; KISS San Antonio, to 8-1-50; WEPM Martinsburg, W. Va., to 6-21-50; KOH Reno, Nev., to 5-30-50; KTOE Mankato, Minn., to 6 mo. after final action on BMP-4770.

KYBS Dallas, Tex.—Granted license for new FM station 107.9 mc, 86 kw, 770 ft.
WJR, The Goodwill Station, Inc., Area of Detroit, Mich.—Granted mod. licenses of remote pickups KA-4606-7 to change freq. to 26.15, 26.25 and 26.35 mc.
Radio Santa Cruz, Area of Santa Cruz, Calif.—Granted CP for new remote pickup KA-5364.
Carl E. Haymond, Area, Yakima, Wash.—Same for KA-5365.

Following were granted CPs for new remote pickups: WWA-200, American Colonial Bcstg. Corp., San Juan; KA-2254, Jose Ramon Quinones, San Juan; KA-3520 Portsmouth Radio Corp., Portsmouth, Va.; KA-5341, KA-5340, KMA-868, KA-5339, KA-5338, National Bcstg. Co., Hollywood, Calif.; KA-5355, Twin State Bcstrs. Inc., St. Johnsbury, Vt.; KA-5354, Meroco Bcstg. Co., Greeley, Col.; KA-5353, Roderick Bcstg. Corp., El Paso, Tex.; KA-5352, Defiance Bryan Paulding Bcstg. Co., Defiance, Ohio; KA-5351, Jose E. Del Valle, Santurce, P. R.; KA-5350, Ishpeming Bcstg. Co., Ishpeming, Mich.; KAA-930, Nonpariel Bcstg. Co., Council Bluffs, Iowa; KA-5318, Madrazo & Diaz, Fajardo, P. R.; KA-5317, The Northern Colorado Bcstg. Co., Ft. Collins, Col.; KA-5316, Chester County Bcstg. Co., Coatesville, Pa.

Following were granted CPs and licenses for new remote pickups: KA-4776, Textile Bcstg. Co., Greenville, S. C.; KA-3301, The Greenville News-Piedmont Co., Greenville, S. C.; KA-2775, The WGAR Bcstg. Co., Cleveland; KA-2970, Stuart Bcstg. Co., Knoxville; WWA-201, American Colonial Bcstg. Corp., Arecibo, P. R.; KA-3519, Portsmouth Radio Corp., Portsmouth, Va.; KA-3842, KKC-318, KA-3841, KA-5363, KKC-317, WDSU Bcstg. Services, New Orleans.

WGWR-FM Asheboro, N. C.—Granted license for new FM station 92.3 mc, 10 kw, 650 ft.
WDHN New Brunswick, N. J.—Granted license for new FM station 93.5 mc, 1 kw, 80 ft.
KSO-FM Des Moines, Iowa—Same 97.3 mc, 15.5 kw, 500 ft.
WBML-FM Macon, Ga.—Same 100.7 mc, 15 kw, 290 ft.
KVOB-FM Alexandria, La.—Same 99.7 mc, 4.7 kw, 215 ft.
WRFS-FM Alexander City, Ala.—Same 106.1 mc, 3 kw, 243 ft.
WFDR New York—Same 104.3 mc, 17 kw, 540 ft.
KIMV Grant Township, Kan.—Same 94.5 mc, 40 kw, 530 ft.
WMRI Marion, Ind.—Same 106.9 mc, 34 kw, 300 ft.

(Continued on page 71)

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Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesmen

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Wanted, aggressive salesman for independent station in Florida. Must have car. Permanent men only. Box 716D, BROADCASTING.

Salesman wanted. Must have car. If you are wide awake and can produce you will find this market very lucrative. East coast. Box 770D, BROADCASTING.

5000 watt Mutual midwest 500,000 area market station has opening for aggressive, experienced salesman. Adequate draw against commission. Box 779D, BROADCASTING.

Experienced young time salesman with references. Will offer salary, salary and commission deal for right man. Chance for advancement. 1000 watt station; also, 250 watt station. Replies confidential. Box 780D, BROADCASTING.

Salesman experienced in small town radio for successful California network station. Opportunity to become sales manager after proof of ability. No floaters or high pressure artists. References required. Box 782D, BROADCASTING.

Experienced radio salesman as commercial manager. Progressive small station on east coast. Future opportunity for right man. Write full details in confidence to Box 797D, BROADCASTING.

Established New England network station seeks steady, sober, industrious man. No high pressurer; no dreamer. Apply Box 806D, BROADCASTING.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Help Wanted (Cont'd)

Announcers

Woman broadcaster who can also sell and write copy. No hurry, must be efficient. Central southern county seat, 12,000, network affiliate. Box 685D, BROADCASTING.

Experienced announcer-engineer. Accent on announcing. Must be good on news and have car. Permanent men only. Location Florida. Box 717D, BROADCASTING.

Experienced morning man with plenty "zip." Also capable doing play-by-play sports. Mention salary in first letter. Box 741D, BROADCASTING.

Announcer, at least 2 years experience, interview-ability, console operation. References, photo. Midwest or easterner preferred. Midwest station. Box 766D, BROADCASTING.

Announcer, excellent opportunity open for experienced young announcer who wants to step up to 1000 watt network affiliate operation. Graduated wage scale, talent—at leading station in market. Send audition disc, photo and letter of qualifications to WFDF, Flint, Michigan.

Wanted, combination announcer-engineer. Radio Station WKEU, Griffin, Georgia.

Technical

Experienced combination operator, willing worker. Virginia station. Emphasis announcing. $240 month start. Include phone number with reply. Box 727D, BROADCASTING.

Wanted, chief engineer for small station in south. Write **Box 759D,** BROADCASTING.

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted, combination engineer-announcer, emphasis on announcing. Experience preferred but will consider beginner good qualifications. Send picture, disc and qualifications. KAVR, Havre, Montana.

Instructor in radio communications. Must have 3 years station experience. Good starting salary. Give full information. Address National Radio School, 60 S. 4th St., Minneapolis, Minnesota.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Newsman to write, deliver long-established local news broadcasts over large eastern Penna. station. Six day week. Attractive salary, no talent. Besides good voice needs ability to prepare radio copy either from notes or from newspaper stories. Send data sheet (no letters of reference, names only), photo, disc, radio adaptations of two current newspaper stories with original clippings. Box 689D, BROADCASTING.

Program director-announcer independent Florida station. Must be good copywriter and have a car. Location Florida. Permanent job to good man. Box 718D, BROADCASTING.

Free lance writers to turn out gags and material for disc jockeys. Box 760D, BROADCASTING.

Help Wanted (Cont'd)

Program director-announcer wanted. Must be thoroughly experienced, have snappy ideas, wide awake. Good market. East coast. No floaters. Box 769D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Successful manager, capable full responsibility, wants greater opportunity. Best references. Box 673D, BROADCASTING.

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Southern stations—Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watts. Would like to invest if possible. Box 704D, BROADCASTING.

Manager-commercial manager. I have been a successful salesman, commercial manager and manager in both small and metropolitan markets for independent and network stations. Married, middle aged and reliable. Interested only in well established station. Best references. Box 710D, BROADCASTING.

Offer young man-wife combination station manager and commercial manager. Thorough knowledge and efficient operation with double-barreled sales impact! 4 years operation of present highly competitive small market station. Man-manager, Chief eng., salesman. Wife-commercial manager with terrific "sales appeal"! Want permanency in small southern market. Write or wire Box 753D, BROADCASTING.

Young family man now managing 250 watt station desires immediate change. Have made 10% profit on big investment in first 6 months. Well experienced, sober, hard worker. Salary secondary. Will consider buying or building station. Prefer south. Best references. Write or wire Box 758D, BROADCASTING.

Station manager or commercial manager seeks permanent connection with Texas station. 9 years experience all phases (8 years one station.) Handled play-by-play football, basketball, boxing. Thorough knowledge accounting, programming and sales. Have enviable radio management and civic record. As many references as desired. Now on staff of NBC affiliate in Texas metropolitan city. Age 33, married. May I give you complete details? Box 768D, BROADCASTING.

Manager. Are you interested in 25 years topflight experience in engineering, programming, sales and management for your station? Then contact me. Box 771D, BROADCASTING.

Manager. Want the best available? Make me prove it. Not cheap but good. Further details Box 772D, BROADCASTING.

Manager. Especially familiar with Florida markets. Aggressive. Good background and references. Write Box 776D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. Now managing successful net affiliate. Good record with accent on sales. Family man. Write Box 777D, BROADCASTING.

Commercial manager who is manager in fact, but not in title or compensation, has many successful ideas meaning "banked dollars," given the opportunity. Seventeen years experience, ten in radio without a pink slip, tells the story. Also lady traffic manager, years of experience, the knowhow to keep traffic unsnarled. We can be employed as a team or otherwise. If you have difficulties, let us know. Costs nothing to inquire. Get full details. Box 802D, BROADCASTING.

Capable station manager—Good business executive . . . strong on results and smooth, economical operation. Can give you the productive kind of radio that builds listeners and increases billings. Fine background in sales, advertising and radio. Mature, with plenty experience and the common sense management that makes a station profitable . . . net or independent. Available January first. Write or wire, P. O. Box 1244, Greenville, South Carolina.

Situations Wanted (Cont'd)

Salesmen

Midwest stations please note. Young, experienced salesman wants opportunity with good station in good market. Box 642D, BROADCASTING.

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 674D, BROADCASTING.

Salesman—I am resigning as manager of a 250 watt station and would like to sell for a well established station in a good market. Married, 43 years old with sales and sales manager experience in major markets. Top references. Box 709D, BROADCASTING.

Former announcer desires position as salesman with progressive station. Sales experience non-radio, but willing to learn. Sober, reliable. References. Box 731D, BROADCASTING.

Sales manager-salesman, 32, married. Excellent record, high earnings. Experienced mike, copy, programming. Good offer gets good man. Box 744D, BROADCASTING.

Mr. Station Manager with sales headaches, bring a fresh but trained viewpoint. Young, aggressive, advertising salesman, single, 4 years overseas veteran, personality plus, background of radio station market research and merchandising, plus successful publication and advertising sales experience, seeks mutually profitable association with station needing an injection of trained sales enthusiasm in its sales organization. Or as sales manager. Now in middle west but will go anywhere. Box 783D, BROADCASTING.

Looking for position with compatible firm offering opportunity for experience and advancement. Experienced in time sales, broadcast equipment sales, foreign, Latin American and domestic consulting engineering. Box 784D, BROADCASTING.

Salesman-announcer top caliber, sober, dependable family man, eastern states. Box 799D, BROADCASTING.

TV and AM salesmanager. One year 5000 w. One year 50,000 w. Three years advertising and promotion. College graduate. Young. Good sales record. References. Box 801D, BROADCASTING.

Top salesman desires to represent transcription company. Have wide experience. P. O. Box 2904, Hollywood 28, Calif.

Announcers

Young woman, continuity writer, announcer. 2 years experience. Original ideas, continuity samples and audition disc available. Box 648D, BROADCASTING.

Announcer-engineer. Recent graduate SRT Chicago. Have first phone license. Thoroughly trained all phases. Desires position as combination man with small station to gain program experience. Good voice, single, 27, reliable, sober, ambitious. Work for reasonable salary. Go anywhere. Audition disc available. Box 662D, BROADCASTING.

Announcer, disc jockey, 29, recent graduate SRT Chicago. Thoroughly trained all phases. Desires position small station to gain experience. Married. Sober and reliable. Audition disc available. Box 664D, BROADCASTING.

Yes, I'm experienced. Mainly a commercial man who can handle news and staff work. AM or TV desired. Box 677D, BROADCASTING.

Announcer. 2 years experience, single, 28. Commercial, news, record man with console experience. Desire progressive station. Available immediately. Box 700D, BROADCASTING.

Tough news competition? Let network-caliber newscaster with "on-the-scene" voice, delivery, make yours top news station. No prima donna. Now managing small independent, but interested news editor progressive station, preferably southwest. Box 701D, BROADCASTING.

Experienced staff and feature announcer. Complete details upon request. Box 702D, BROADCASTING.

Announcer, experienced, good morning or night man. Operate board, program music. 2 years college, married, G.I. Bill if necessary. Box 714D, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Newscaster-announcer-writer for AM or TV network and small station background. mailpulling delivery, want job that requires hard, aggressive work and returns decent salary, looking for large market that can utilize my capabilities, 10 years in radio, college grad, Army editor, positive personality and appearance, looking for permanent spot. Box 707D, BROADCASTING.

Experienced young announcer, versatile, board, ad-lib, excellent writer. Interview remotes: Kenton, Barron, Monroe. Currently 5000 w morning, formerly metropolitan night diskery. Prefer east, consider all. Box 711D, BROADCASTING.

Incompetent, irrelevant, incomprehensible. Announcer-copywriter, 2 years inexperience. Voice like corpus delecti. Lusterless personality. Drab ideas. Unsightly references. Single, 25, unengaged. Box 715D, BROADCASTING.

Dependable experienced hillbilly DJ. 3 years at present station, now ready for better deal. Box 720D, BROADCASTING.

Announcer, 22, single, veteran, 2 years of college. Graduate of radio school. Some experience. Excellent sports background. Will travel. Box 724D, BROADCASTING.

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Announcer, 23, single, 1½ years experience, know board, copy and accounts, want and need more experience. Will travel. Box 730D, BROADCASTING.

Experienced announcer with 2 years professional musical background, Boston University, NBC announcing school. Family man, all-round experience, especially morning man. Box 734D, BROADCASTING.

New England stations! Need top morning man, announcer, disc jockey, news editor or program director? Sober, reliable young man, presently employed, has wide experience in all phases. Want chance to settle down. Age 30, married, no children. All offers considered. Box 738D, BROADCASTING.

Experienced announcer. I shall pass through this magazine but once. Any good therefore that I can do for your station, let me do it now. I shall not pass this way again! Box 746D, BROADCASTING.

Combination announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 747D, BROADCASTING.

Announcer, graduate of radio school. Will go anywhere in east or midwest. Know control board. Young, no glamour boy. Versatile. Prefer a Mutual affiliate station. Night turn welcomed. Salary no object. Box 748D, BROADCASTING.

Desire announcing job. 13 months experience all phases. Graduate of leading radio school. Prefer middlewest. Disc, photo available. Box 750D, BROADCASTING.

Desire news work. 250 kilowatt experience. B Sc Degree in radio, journalism. Single, 25, disc, photo available. Box 751D, BROADCASTING.

Announcer. Good staff man, 2 years experience, college background music major. Speech and dramatics at Columbia University. Presently employed New York station which anticipates cutting staff. Disc jockey, authoritative news reporting, straight commercial announcing. Excellent references. Age 29, married, one child. Disc on request. Box 756D, BROADCASTING.

Young man, trained announcer, former violinist major symphony orchestra desires position newscasting, music department. Disc on request. Box 761D, BROADCASTING.

Sportscaster-announcer-engineer combines network caliber announcing with among country's finest basketball, football, baseball play-by-play 1st class ticket. Box 763D BROADCASTING.

Situations Wanted (Cont'd)

January journalism grad from Notre Dame wants announcing, news writing start. Married, will travel. Disc on request. Particulars, write Box 765D, BROADCASTING.

Morning man, 8 year success. Witty, friendly, dependable. Ticket, combination. Married, employed. $80. Box 774D, BROADCASTING.

Announcer-engineer, experience, 20 months, married. Have car, available immediately. Midwest and west only. Box 778D, BROADCASTING.

Announcer, vet, experienced, news, disc jockeying, console operating and ad-lib. College, speech major, strong on sports. Disc and photo available. Box 786D, BROADCASTING.

If you need an all-round announcer who can write what you want, call on me at Box 788D, BROADCASTING.

Have the background. Can you furnish opportunity? Am ambitious and sober. Box 789D, BROADCASTING.

What is your problem? If a young ambitious announcer will solve it—try me and see. Box 792D, BROADCASTING.

Announcer, P.D., no genius or hotshot, but competent. Single, 23, experienced. Either position. References. Box 793D, BROADCASTING.

Announcer, single. College graduate. Will travel. Prefer New England states. Box 794D, BROADCASTING.

Announcer, 26, married, excellent radio background. College, Ohio State U, including one year law. Neat, good appearance and personality. Highest references. Versatile work, including commercial writing. Will accept first reasonable offer from progressive station. Position before salary. Box 795D, BROADCASTING.

Announcer experienced all phases. Former sports and music director. Married, 26. Box 796D, BROADCASTING.

Experienced announcer. Two years Mutual affiliate and FM. All-round staff including sports. Also, two years teaching radio classes; actor-director of theatre group. Married, family. Box 803D, BROADCASTING.

Sportscaster—Early morning man looking for advancement. Five years experience in all-round announcing and sports; have called Bowl game and major league games. Excellent references. Married, sober and dependable. Box 804D, BROADCASTING.

Improved audience reaction, synonymous with me. Play-by-play baseball, football, basketball. 5 years top experience. Also general announcing, highest references, married. Box 805D, BROADCASTING.

Recent graduate of radio broadcasting school anxious to get started in radio. Nine years mike experience. Single, free to travel, 29 years of age. Able to work board, affable personality, work well with others. Money secondary to opportunity, photo and disc on request. Reply John Chester, 18 South Center St., Windsor Locks, Conn.

3½ years experience as staff announcer, salesman, copywriter, promotion director, commercial manager and program director of 250 AM station—33,000 FM station. Satisfactory in all respects as station manager will attest. Presently employed as PD. Would like to change to announcing and production work on larger station. 30, single, will travel. Disc and references on request. Address replies H. J. Davis, WTRC, Elkhart, Ind.

Announcer, two years staff experience. Also writer-director sustaining dramatic series. Disc, photo, references etc on request. R. W. Dowling, 2036 20th St., Astoria, L. I., N. Y.

Staff announcer, 24, single, versatile. College B.A. in Speech. 2½ years network and independent experience. Looking for opportunity. Will travel. Jack Edwards, 11402 Superior Ave., Cleveland, Ohio.

Experienced announcer — commercial and production continuity, 23, 7 months experience as DJ, general staff, console operation. Available immediately anywhere. Disc, photo, excellent references available. Robert Rauch, 724 South Grand Avenue, Fort Thomas, Ky.

Announcer, disc jockey. Warm friendly style, go anywhere. $60 minimum. J. Schumann, 304 West 14th St., N. Y. C. Disc on request.

Announcer, 2 years experience, excellent references, married, 28. Tom Zeigler, 2720 N. McVickers Ave., Chicago, 39.

Situations Wanted (Cont'd)

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer in northeastern state. Available on two weeks notice. Box 652D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Control operator, 3 years clear channel experience. E. E. Degree, married. Prefer midwest area. Box 675D, BROADCASTING.

Engineer, first phone. 1½ years experience, remotes, control room, xmtr, 24 years old, married, have car. Prefer central New York state or southern New England, permanent position. References, including present employer. Box 706D, BROADCASTING.

Engineer, 16 years experience AM, FM, 5 years chief. 3 years ten kw AM. Transmitter, studio, remotes, tape and disc recording. Experienced construction. Married. Will travel. Best references. Box 721D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Engineer, 1st phone, inexperienced, single, age 22, willing to travel. Box 732D, BROADCASTING.

Experienced engineer all phases AM and FM. Ambitious, energetic, looking for permanent position. Box 736D, BROADCASTING.

Engineer, first class ticket, experience, available immediately. Will travel, references. Box 705D, BROADCASTING.

Able, conscientious, experienced chief engineer now employed that capacity seeking station with larger opportunities. A-1 technical background. Capable excellent combination work, if necessary. Age 32, married, radio experience since 1932. Box 773D, BROADCASTING.

Experienced, engineer-announcer, chief engineer, sportscaster or what-have-you. Excellent references. Automobile. Available immediately. Box 775D, BROADCASTING.

Engineer, vet, married, experienced 5 kw. Desires position midwest or west. Box 781D, BROADCASTING.

First phone, one year experience, all phases AM (DA) FM operation and maintenance, remotes, recording. Single, 23, within 250 miles N. Y. C. Box 787D, BROADCASTING.

Engineer, first phone, married, willing to travel, inexperienced but willing. Box 790D, BROADCASTING.

Engineer, first phone, married. 150 mile, N. Y., no experience, hard worker. Box 791D, BROADCASTING.

RCA Institutes grad with first phone and 3 months AM varied engineering experience desires position in A-3 or TV. T. Bonn, PO Box 1905, Williamson, W. Va.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Engineer, 15 years experience transmitter and control room, combination announcer, copywriter, experienced construction chief AM and FM, low and high power. Prefer Gulf Coast. Available short notice. Write Engineer, 305 N. 6th St., Temple, Texas.

Engineer. First class telephone telegraph ham. Communications experience. Young, ambitious, will travel. Prefer New England. Louis Maggi, 110 Lonsdale Street, Dorchester, Mass.

Situations Wanted (Cont'd)

Engineer, radio-television. Graduate Capitol Radio Engineering Institute, first phone. AM-FM experience in Army. 26. Single, will travel. Available immediately. Any offer considered. Keith L. Martin, 25 Orchard St., Keyser, W. Va.

Combination engineer-announcer, 11 months experience in all phases of small market operation. Disc jockey, newscasting, color on football and basketball and all types remotes. Veteran, car, free to travel. Graduate of radio and television school. Available the first of Feb. Phone 799 or write Robert Pegg or Donald Morris, 502 Belleview, LaJunta, Colo.

Available immediately. Engineer 1st phone. 4½ years experience AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Charles Poticka, 851 Westgate, St. Louis, Missouri.

Engineer first phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Engineer desires steady position with radio station. Midwest preferred. Married. Age 22. Available immediately. Best of references. Write, wire or call Sam Seldon, Radio Station KWPM, West Plains, Missouri. Telephone 700.

Transmitter operator. Available immediately. 3 months experience as vacation relief operator in 5 kw station. Willing and dependable. References available. Stanley Thatcher, 647 Elm, Lawrence, Kansas.

Equipment and operating engineer. Design, install, operate all but most complex plants. Age 40, 25 years, progressive experience, 1st class license, excellent references. Family man, sober and reliable, good health. Contacts with consultants and attorneys. Can prosecute your application in Washington. Available anywhere U.S. long or short assignment due retrenchment research firm. Prompt detailed response all inquiries. H. R. Walter, 1-B Research, Greenbelt, Md. Phone 6642.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Experienced dramatic script and commercial continuity writer. Resume and samples upon request. Box 703D, BROADCASTING.

Wanted. Program directorship of small eastern station, 7 years experience, all phases of small station operation. Box 708D, BROADCASTING.

I am extremely interested in direction and production. Six months experience as announcer, continuity writer. 2 years professional training in production and direction. Willing to start at bottom. Available immediately anywhere. Box 712D, BROADCASTING.

Experienced program director. Excellent background. Successful supervisor, producer, organizer. Merchandisable personality. Box 719D, BROADCASTING.

Writer-producer, col. grad., 28. Experienced dramatic, news, commercial. 5 kw or above. Scripts, transcriptions available. Box 722D, BROADCASTING.

Woman's program director, excellent voice, know continuity, traffic. College training plus experience. Age 22, single, free to travel, disc available. Box 723D, BROADCASTING.

Newsman, experienced collecting, writing, broadcasting news. Capable setting up and running news dept. College grad. (Phi Beta Kappa). Box 725D, BROADCASTING.

Woman copywriter, announcer writes copy that sells. B.A. in radio. Experience, initiative. Westerner wants job in far west. Box 733D, BROADCASTING.

(Continued on page 70)

XUM

Situations Wanted (Cont'd)

Cont. director, wide experience all forms of news, dramatic and sales writing, programming, etc., for large market station. Prefer small market station, but interested only in permanent location. Box 737D, BROADCASTING.

Woman's program director, 4½ years experience in educational, commercial radio, desires advancement. Prefer east or southeast. Box 743D, BROADCASTING.

Program director and continuity director presently employed, looking for station with ideas and knows radio. Years of experience both radio and agency. We can make your departments pay for themselves. Both married, non-drifters, ready to settle. Let someone experienced do your departmental worrying for you. We're able, ready and willing. Allow time for answering. Box 752D, BROADCASTING.

He's unlovely! He's single! He's not engaged! But he's willing—to assist in your radio department. NYC or vicinity. Well-versed from small station to agency. Direction and production knowhow. Promotion, publicity, sales, script, copy, programming. Dictation, rapid typist. Here is your man Friday—who doesn't care about the day or the pay, but only what you have to say! Box 767D, BROADCASTING.

Young lady, fully experienced in continuity, traffic and program departments desires responsible position. Box 785D, BROADCASTING.

Available at once, experienced copywriter, woman commentator. College graduate, single, 24, excellent references from present employer. Box 798D, BROADCASTING.

Wanted—Station seeking alert news talent—by ambitious, experienced news director with radio-newspaper background. Age 25, single. B.A. Degree. Good references. Box 800D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Program-production director, excellent record, past six years WTAG. Wants position where he can plant roots and become part of community. Preferably New England. Married, family. Henry A. Felix, 22 Kalmar St., Worcester 6, Mass.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. $150,000, principals only. Box 762D, BROADCASTING.

Equipment, etc.

For sale. Two RCA 70-C2 turntables complete with BA2C preamps. Each $360. One RCA (GR) distortion and noise meter WM-71-A brand new $475. Box 728D, BROADCASTING.

WE 106B transmitter, 1 kw, 2 sets tubes. Complete cooling system, spare pump, motor. 1 700 C oscillator 4HP 250 V Generators, 24 V generator, 8 HP motor, two 2000 V generators, also high voltage rectifier. Best offer buys all or part. Box 729D, BROADCASTING.

One practically new Presto dual recording and amplifier console model "F", complete; used very little. Cost $1,490. What am I offered? Guaranteed new condition; cut less than box of blanks. Box 739D, BROADCASTING.

For sale, Raytheon RF1000 1 kw FM transmitter. Used 2½ years on 103.9 mc. Excellent condition. Best offer. Box 742D, BROADCASTING.

For sale, 1 Federal field intensity meter, model 101-C. Excellent condition. Offered at substantial saving. Box 745D, BROADCASTING.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

RCA 250K transmitter, Ideco 400-ft guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230kc; Johnson 1 kw antenna tuner; 3 Standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

For Sale (Cont'd)

For sale. Blaw-Knox tower complete with exception of lights and insulators. (Tower stored in Washington, D. C.) Perfect condition. Also Shunt tuning unit D-99418. Best offer accepted. Write WAVZ, New Haven, Conn.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

170' self-supporting TV-FM Lehigh tower; 250 w RCA FM transmitter; REL frequency-modulation monitor. All or part, make offer. G. J. Morey, WNLC, New London, Conn.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Radio executive interested buying small independent daytime station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted to buy—3 kw. FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation monitor and about 400 feet of 1⅝" transmission line. Box 688D, BROADCASTING.

Wanted—RCA MI-4887 recording head. Advise condition and price. WCOS, Columbia, S. C.

Help Wanted

Salesmen

SALES MANAGER

Independent 1 kw station in inland middle-Atlantic state is looking for a sales manager with the courage and ability to tackle a tough problem for a healthy reward. Maturity, not age, important. Experience essential. Write, giving background, education, age, family data, etc. Enclose photograph if available. State salary requirement.

BOX 735D, BROADCASTING

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

Situations Wanted

Managerial

Attention West Coast Station Managers

Hard hitting aggressive sales manager available. Outstanding record in national and local AM and TV sales.

Good administrator, but no rocking chair executive.

Best references from leading time buyers.

BOX 807D, BROADCASTING

Situations Wanted (Cont'd)

Now available with background 19 years in radio including all phases. 9 years general manager of a leading southwest market network affiliate. Know small station or large station operation. Excellent industry contacts and reputation. Age 42, married, three sons. Will discuss any sound proposition in broadcasting, TV, network or agency fields. Address Robert D. Enoch, 2125 N. W. 17th St., Oklahoma City, Okla.

For Sale

Stations

FOR SALE

Radio Station and equipment
WMMJ—Peoria, Illinois—
1020 KC—1000 Watts

Gates equipment, excellent coverage, rich industrial and farm market subject to Court and FCC approval. Write, wire or phone 4-4164 Julian B. Venezky, Receiver in Bankruptcy, Mid-State Broadcasting Co., First National Bank Building, Peoria, Illinois.

Equipment, etc.

What do you offer for:

Brand new Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, insulators, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE BY-2-B 4 bay FM antenna. Cost $3,000.

To be sold FOB, Warren.

WHHH, 2nd Nat'l Bank,
Warren, Ohio

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! *Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.*
These men are high grade . . . *with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:*

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

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FREE—to employers—Screened applicants.

Allied Arts

NEAL L. MOYLAN, production manager of New York State Radio Bureau, Dept. of Commerce, for past two years, transfers to N. Y. State Dept. of Health as director of production in Office of Public Health Education. He will supervise production of radio, motion pictures, publications and exhibits. He is former staff member of WFBL Syracuse, N. Y.

TOM GREEN resigns as vice president and a director of National Retail Radio Spots Inc., Hollywood transcription firm, having sold his interests to **JACK ROSS** and **PHIL SINGER.** Mr. Green will organize new firm with offices at 6253 Hollywood Blvd.

CHFA Edmonton, and **CKVM** Ville Marie, Que., receiving **Press News** service daily, bringing to 89 number of Canadian stations receiving this service of the radio subsidiary of Canadian Press.

CARDINAL Co., Hollywood radio-television program packager, has started cutting new five-weekly, quarter-hour transcribed philosophical-reminiscence series titled *Jack Holt Show.*

KSD-TV St. Louis and **WNAC-TV Boston** sign for **Telenews-INS** *This Week In Sports* review.

ROBERT KENNETH JAMES Inc., Los Angeles, packaging quarter-hour show *Kids News Views* featuring Jimmy Fidler. Firm recently signed **DEE ENGELBACH,** producer-director, to produce its forthcoming half-hour radio dramatic series featuring Joan Crawford.

WORLD BROADCASTING SYSTEM announces contract renewals and extensions for its transcribed service by WCKY Cincinnati; WHLS Port Huron, Mich.; KID Idaho Falls, Ida.; WGVA Geneva, N. Y.; KGY Olympia, Wash.; KFJI Klamath Falls, Ore., and KIYI Shelby, Mont.

ELLIS F. REHM, account executive with Lockwood-Shackelford Advertising, San Francisco resigns to join western sales division of Philco Corp., with offices in San Francisco.

Equipment

Dr. DAYTON ULREY, chief engineer of Lancaster, Pa., plant of RCA Tube Dept., resigns. He will be retained by RCA as a company consultant.

APPARATUS AGENCY Div. of General Electric's Industrial Div., effective Jan. 1, replaced by newly-organized Agency and Distributor Div. **GEORGE L. IRVINE,** manager of Apparatus Agency Div., appointed manager of new section, and **R. D. MOORE,** manager of trade relations and special contracts of Apparatus Agency Div., named assistant manager.

NORMAN L. HARVEY, formerly head of applied research branch of physics laboratory of Sylvania Electric Products Inc., appointed director of engineering of Colonial Radio Corp., wholly owned subsidiary of Sylvania Electric.

LOURENCO Marques Radio, Johannesburg, S. Africa, begins all day programming, with stations broadcasting 16 hours on weekdays and 14 on Sunday.

CHURCH & RADIO

Central Contact Urged

SUGGESTION that Protestant Church representatives in local communities unite in groups to act as a body of central contact with local stations was made last week by the Rev. Everett C. Parker, Protestant Radio Commission director.

Dr. Parker spoke last Thursday at a luncheon at New York's National Arts Club, held in connection with a week-long religious radio workshop at which ministers and religious educators met for study of broadcast techniques.

Dr. Parker pointed out that such centralized action removes from stations the responsibility for fair allocation of time to various Protestant causes.

At a panel on discussion programs, held Wednesday at the Biblical Theological Seminary, producers of religious programs were urged to present fairly all sides of controversial issues. Participating in the panel were Doris Corwith, NBC director of talks and religious broadcasts; George Crothers, CBS director of religious broadcasts, and Dorothy Kemble, MBS director of religious and educational programs.

SEN. WILLIAMS

To Commerce Committee

SEN. JOHN J. WILLIAMS (R-Del.) will replace the late Sen. Clyde Reed (R-Kan.) on the Senate Interstate & Foreign Commerce Committee, the Republican Policy Committee announced last week.

Sen. Williams, who has been a member of the Senate Finance Committee, is serving his first Senate term, which expires Jan. 3, 1953. He was born in Sussex County May 17, 1904, and formerly was associated with the grain business. Sen. Reed died at his home in Parsons, Kan., last Nov. 8.

Charles G. Roberts Jr.

CHARLES GREENWOOD ROBERTS Jr., product manager for radio and television broadcast equipment in General Electric's commercial equipment division at Syracuse, N. Y., died on Jan. 7 at Syracuse Memorial Hospital after brief illness. A native of Oil City, Pa., Mr. Roberts joined GE in 1928, served with RCA International Div. from 1930 until rejoining GE in 1942. He leaves his wife, Barbara; two sons, Charles Jr. and Nathan; and his mother, Mrs. Anson L. Roberts of Blaisdell, N. Y.

WBAL
means business
in Baltimore

FCC Actions

(Continued from page 66)

Decisions Cont.:

WFIL-FM Philadelphia—Granted license covering changes in existing FM station 102.1 mc, 10 kw, 650 ft.

WUOA Tuscaloosa, Ala.—Granted license for new noncommercial educational FM station 91.7 mc, 4.8 kw, 80 ft.

WUOM Ann Arbor, Mich.—Granted license covering changes in noncommercial educational FM station to show power of 44 kw.

White Rose Bcstg. Co., Area York, Pa.—Granted CP and license for remote pickup KA-5319.

ACTION ON MOTIONS

(By Commissioner Hyde)

FCC General Counsel—Granted petition for extension of time to Feb. 6 to file exceptions to initial decision is ued in proceeding re application of KPPC Pasadena, Calif.

WKBO Harrisburg, Pa.—Granted petition requesting dismissal without prejudice of application.

Capital Bcstg. Corp., Harrisburg, Pa.—Granted petition requesting dismissal without prejudice of application.

WGLN Glens Falls, N. Y., and WEIM Fitchburg, Mass.—Granted petition of WGLN requesting dismissal without prejudice of its application for mod. license and on Commission's own motion application of WEIM is removed from hearing docket.

Booth Radio Stations Inc., Flint, Mich.—Granted petition for leave to amend its TV application to change name of applicant to Booth Radio and Television Stations Inc.

WCUM Cumberland, Md.—Granted petition for extension of time to Jan. 16 to file reply to exceptions to initial decision issued in proceeding.

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition for leave to amend TV application to specify Ch. 3 in lieu Ch. 10 and to make appropriate changes in ant.

WLOW Norfolk, Va.—Granted petition for leave to amend application to specify new trans. site and for removal of application, as amended, from hearing docket.

(By Examiner Jack P. Blume)

Radio Reading, Reading, Pa.—Granted petition for continuance of hearing from Jan. 9 to March 9.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for leave to amend application to change applicant's corporate name to Booth Radio and Television Stations Inc.

WKNX Saginaw, Mich.—Granted motion to take depositions in re Doc. 9360.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition requesting that record in proceedings in Doc. 9348 et al. be corrected in various particulars.

(By Examiner Elizabeth C. Smith)

Tul'e Bcstg. Co., Tulia, Tex.—Granted petition for leave to amend application presently scheduled for consolidated hearing to show change in frequency requested from 1150 kc to 900 kc, and for removal of application, as amended, from hearing docket.

Long Beach Bestrs., Long Beach, Calif.—Granted petition for leave to amend application to specify trans. site and studio location.

(By Examiner Fanney N. Litvin)

WCTT Corbin, Ky.—Granted motion for leave to amend application to change maximum expected operating value toward CHLO St. Thomas, Ont., to 267 mv/m in horizontal plane and to 253 mv/m at pertinent vertical angle of 15.5 degrees.

WXKW Albany, N. Y.—Granted petition requesting that hearing date be advanced from Feb. 9 to Feb. 1.

(By Examiner J. D. Cunningham)

Angelus Bcstg. Co., Temple City, Calif.—Granted petition for leave to file late appearance.

WSNY — Western Gateway Bcstg. Corp., Benjamin L. Dubb, et al (transferors) and Winslow P. Leighton, et al (transferees), public Service Bcstg. Corp., Schenectady, N. Y.—Granted petition for extension of time from Jan. 10 to March 1 to file proposed findings herein; and request of Public Service Corp. for similar relief.

January 10 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

The Southeastern Bcstg. System, Waycross, Ga.—CP new AM station 660 kc 1 kw D AMENDED to request 790 kc.

AM—1280 kc

WEIM Fitchburg, Mass.—CP change from 1340 kc 250 w unl. to 1280 kc 5 kw-D 1 kw-N unl. DA-DN AMENDED to request 1 kw unl. and make changes in DA-D.

CP to Reinstate

WHNC-FM Henderson, N.C—CP to reinstate CP new FM station.

License for CP

KTED Laguna Beach, Calif.—License to cover CP new AM station.

Modification of License

WJLB Detroit—Mod. license change name of licensee from Booth Radio Stations Inc. to Booth Radio and Television Stations Inc.

WBBC Flint, Mich.—Same.

KLAS Las Vegas, Nev.—Mod. license change studio location.

Modification of CP

WSGW Saginaw, Mich.—Mod. CP new AM station change name of permittee from Booth Radio Stations Inc. to Booth Radio and Television Stations Inc.

WGAL-TV Lancaster, Pa.—Mod. CP new TV station for extension of completion date to 7-8-50.

KUHF(FM) Houston, Tex.—Mod. CP new noncommercial, educational FM station for extension of completion date.

Following FM stations filed applications for mod. CP for extension of completion date: WRBL-FM Columbus, Ga.; WOAK Oak Park, Ill.; KRMD-FM Shreveport, La.; WBCC-FM Bethesda, Md.; WGTR Paxton, Mass.; WHLD-FM Niagara Falls, N. Y.; WLYC Williamsport, Pa.; WSVA-FM Harrisonburg, Va.; KISW Seattle, Wash.

TENDERED FOR FILING

Modification of CP

WIVI Charlotte Amalie, St. Thomas, Virgin Islands—Mod. CP new AM station to change site to Christiansted (Contingent on WKVM Arecibo, P. R., changing facilities).

January 11 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Hyde)

New Bedford Bcstg. Corp., New Bedford, Mass.—Denied petition requesting dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Feb. 13, 1950 to file exceptions to initial decision in proceeding re application of The LaGrange Bcstg. Co., LaGrange, Ill.

Treasure State Bcstg. Co. Inc., Butte, Mont.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Jan. 30, 1950 to file exceptions to initial decision in proceeding re application of Tribune Bldg. Co., KLX Oakland, Calif.

WKLO Louisville, Ky.—Granted extension of time to Jan. 9, to reply to petition to reopen record and hold further hearing, filed by Kentucky Bcstg. Corp. Inc., WINN Louisville, Ky., on Dec. 20, 1949.

(By Examiner James D. Cunningham)

Newport Harbor Bcstg. Co., Newport Beach, Calif.—Granted postponement of hearing from Feb. 2 to March 1.

January 11 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

KPAS Banning, Calif.—CP to change from 1380 kc 1 kw-D 500 w-N DA to 1320 kc 1 kw D AMENDED to request 1320 kc 1 kw unl.

Modification of License

KSFE Needles, Calif.—Mod. license to specify 1340 kc 250 w SH in lieu of 1340 kc 250 unl.

AM—1550 kc

KRES St. Joseph, Mo.—CP to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N.

AM—1460 kc

WCMB Lemoyne, Pa.—CP to change from 960 kc 1 kw D to 1460 kc 5 kw unl. DA-N AMENDED to request 1460 kc 1 kw unl. DA-DN.

License for CP

License for CP to change hours of operation and install DA, increase power etc. of AM stations: WKNK Muskegon, Mich.; KWAT Watertown, S. D.

License to cover CP new AM stations: WFCB Dunkirk, N. Y.; KRMG Tulsa, Okla.

Modification of CP

KENE Belen, N. M.—Mod. CP new AM station to change studio location.

WIVI Charlotte Amalie, St. Thomas, V. I.—Mod. CP new AM station to change trans. and studio locations from Charlotte Amalie to Christiansted, contingent on change of facilities WKVM.

Mod. CP new FM station for extension of completion dates: KSDO-FM San Diego, Calif.; KWFM San Diego; WCIL-FM Carbondale, Ill.; WBEN-FM Buffalo, N. Y.

License for CP

WLET-FM Toccoa, Ga.—License to cover CP for changes in existing station.

WFPL Louisville, Ky.—License to cover CP new noncommercial educational FM station.

License Renewals

Request for license renewals FM stations: KSNI Salinas, Calif.; WTIC-FM Hartford, Conn.; WTOP-FM Washington, D. C.; WHOO-FM Orlando, Fla.; WFLA-FM Tampa, Fla.; WBBM-FM Chicago; WVJS Owensboro, Ky.; KALB-FM Alexandria, La.; WCOU-FM Lewiston, Me.; WBZA-FM Springfield, Mass.; WAAT-FM Newark, N. J.; WFLY(FM) Troy, N. Y.; WIBX-FM Utica, N. Y.; WFMY(FM) Greensboro, N. C.; KSPI-FM Stillwater, Okla.; WGPA-FM Bethlehem, Pa.; WEEU-FM Reading, Pa.; WTMA-FM Charleston, S. C.; WROL-FM Knoxville, Tenn.; WFAA-FM Dallas, Tex.; KRLD-FM Dallas, Tex.; KWFT-FM Wichita Falls, Tex.; WTAR-FM Norfolk; WSAP-FM Portsmouth, Va.; WDBJ-FM Roanoke, Va.; WWCF-FM Greenfield, Wis.

January 12 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WMOH-FM Hamilton, Ohio—Granted renewal of license for regular period.

Petition Denied

Communications Measurements Lab., New York—Denied petition insofar as it requests Commission to "withdraw the allocation plan proposed on July 11, 1949." In other respects said petition is accepted for filing as amendment to petitioner's comments filed herein on July 27, 1949.

Hearing Designated

KCNY San Marcos, Tex.—Designated for hearing March 21 in Washington.

(Continued on page 72)

Major Market Independent

Excellent facility located in one of the midwest's important markets.

$125,000.00

Midwest Network Station

Well established property in a very desirable market. Impressive profits.

$100,000.00

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Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 71)

application for mod. license to increase hours KCNY from D only to unl., using 100 w night. Make KRBC Abilene, Tex. party to proceeding.

January 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KWWL Waterloo, Ia.—License for CP new AM station to change frequency, hours of operation, increase power etc.

WPAT Paterson, N. J.—License for CP new AM station to change hours operation, increase power etc.

SSA—830 kc

WNYC New York—Request for extension of SSA to operate additional time between 6:00 a.m. EST and sunrise New York and between hours of sunset at Minneapolis, Minn. and 10 p.m. EST using directional. For period beginning March 2, 1950.

AM—1150 kc

Jack Cecil, Midland, Tex.—CP new AM station on 650 kc 250 w-D AMENDED to request 1150 kc 1 kw-D.

License Renewal

WHED Washington, N. C.—Request for license renewal AM station.

Request for license renewals FM stations: KMYC-FM Marysville, Calif.; KFSD-FM San Diego; KJBS-FM San Francisco; WRC-FM Washington, D. C.; WGAA-FM Cedartown, Ga.; WGBA-FM Columbus, Ga.; WOKZ-FM Alton, Ill.; WEBQ-FM Harrisburg, Ill.; WCSI Columbus, Ind.; WOWO-FM Fort Wayne, Ind.; WFAM Lafayette, Ind.; WGUY-FM Bangor, Me.; WBOC-FM Salisbury, Md.; WFMR New Bedford, Mass.; WLLH-FM Lowell, Mass.; WMAS-FM Springfield, Mass.; WTAG-FM Worcester, Mass.; WWJ-FM Detroit; KWNO-FM Winona, Minn.; WNBC-FM New York; WEQR Goldsboro, N. C.; WHPE-FM High Point, N. C.; KPFM Portland, Ore.; WJAC-FM Johnstown, Pa.; WLTN Lewistown, Pa.; WKOK-FM Sunbury, Pa.; WCSC-FM Charleston, S. C.; WESC-FM Greenville, S. C.; WCRS-FM Greenwood, S. C.; KMHB Belton, Tex.; WBTM-FM Danville, Va.; WGH-FM Newport News, Va.; WOSH Oshkosh, Wis.

License for CP

WRC-FM Washington, D. C.—License to cover changes in existing FM station.

KOIN-FM Portland, Ore.—License to cover CP new FM station.

WTTG Washington, D. C.—License to cover CP new commercial TV station to indicate trans. as 5217 19th Road, Arlington, in lieu of 19th Road & Harrison St. Arlington, Va. (Not a move).

Modification of CP

WOC-TV Davenport, Ia.—Mod. CP new commercial TV station for extension of completion date to 5-2-50.

APPLICATION DISMISSED

John Neil Fisher, Lelano, Calif.—DISMISSED Jan. 12 application for new AM station 1190 kc 500 w unl. DA-N.

CANADA RATINGS

U. S. Programs Top List

NINE of first 10 evening programs heard in Canada during December originated in the United States, according to national ratings for December released Jan. 10 at Toronto by Elliott-Haynes Ltd. Leading in popularity of 39 evening network programs were *Charlie McCarthy* with a rating of 33.3, followed by *Radio Theatre* 33.3, *Fibber McGee & Molly* 33, *Amos 'n' Andy* 30.4, *Bob Hope* 27.6, *Our Miss Brooks* 27.3, *My Friend Irma* 21.9, *Twenty Questions* 20.5, *Aldrich Family* 20.1, and NHL Hockey (Canadian program) 20.

First five daytime programs out of 14 were *Happy Gang* (Canadian program) 15.7, *Ma Perkins* 15.6, *Big Sister* 15.2, *Pepper Young's Family* 14.8, and *Road of Life* 14.7.

First five evening French-language shows out of 31, were *Un Homme et Son Peche* 36.4, *Radio Carabin* 33, *Metropole* 28.5, *Ralliement du Rire* 27.6, and *Ceux qu'on Aime* 25.3. First five French-language daytime programs out of 18, were *Jeunesse Doree* 27.5, *Rue Principale* 27.3, *Les Joyeux Troubadours* 23.1, *A l'Enseigne des Fins Gourmets* 22.5, and *Tante Lucie* 21.6.

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This is one of the 258 Service-Ads that supplement market listings in the 1949-1950 Edition of CM.

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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 12

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,088	2,054	184		326	264
FM Stations	733	487	292	*6	47	28
TV Stations	98	31	80		353	182

* Four on the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

WFEC Miami, Fla.—Initial decision issued by Hearing Examiner J. Fred Johnson Jr. to deny application for modification of permit to change from 1220 kc, 250 w day, to 1230 kc, 250 w fulltime. Decision Jan. 6.

FINAL DECISION

Lincoln Bcstg. Co., Springfield, Ill.—Adopted order making final proposed decision to grant new AM station to Lincoln Bcstg. at Springfield on 970 kc with 1 kw day, 500 w night, fulltime, directional. Competitive bid of WMMJ for 970 kc, proposed to be denied, was granted dismissal in December 1949. Lincoln Bcstg. is partnership of Alexander Buchan, St. Louis freelance sports announcer, 33%; Gordon Sherman, KMOX St. Louis engineer, 27%; Melvin Feldman, WEW St. Louis engineer, 13%, and Robert Werner, Springfield, 13%. Decision Jan. 12.

OPINIONS AND ORDERS

WIMA Lima, Ohio, and Sky Way Bcstg. Corp., Columbus, Ohio—Adopted order designating for hearing at Lima Feb. 28 application of WIMA for license to cover permit for new station together with petition of Sky Way for reinstatement of its application for new station at Columbus and requesting revocation of permit of WIMA. Order Jan. 6.

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—In memorandum opinion and order denied motion filed Nov. 7, 1949, by G. A. Richards and licensees of KMPC, WJR and WGAR to change issues and for other relief. Ordered hearing to start March 15 at Los Angeles on renewal of licenses of these stations and on application for their transfer to Harry J. Klinger, Lawrence P. Fisher and John A. Hannah. See story this issue. Decision Jan. 12.

Non-Docket Actions . . .

AM GRANTS

KICA Clovis, N. M.—Granted change from 250 w fulltime on 1240 kc to 1 kw fulltime on 980 kc, directional night. Granted Jan. 12.

WJMK Florence, S. C.—Granted increase in hours from day only to fulltime, install directional night, operating on 970 kc with 1 kw night, 5 kw day. Granted Jan. 12.

WPWA Chester, Pa.—Granted change in hours from day to fulltime, install directional night, operating 1 kw on 1590 kc. Also granted authority to install FM antenna on southeast tower. Granted Jan. 12.

KNEW Spokane, Wash.—Granted change from 1430 kc to 790 kc, install new fulltime directional antenna with double pattern, using 5 kw fulltime. Granted Jan. 12.

TRANSFER GRANTS

WHCC Waynesville, N. C.—Granted assignment of license from Smoky Mountain Bestrs. Inc. to WHCC Inc. for $10,000. WHCC Inc., which acquired station through liquidation of Smoky Mountain Bestrs. in deed of trust foreclosure by First National Bank of Waynesville, is headed by Holt McPherson, 25% owner WOHS Shelby, N. C., 97.27% owner. Others include Harry Robinson, WHCC manager; Carolyn P. Phillips, office manager, and Frank Wilber, engineer. WHCC assigned 250 w on 1400 kc. Granted Jan. 12.

KVAK Atchison, Kan.—Granted assignment of license from S. H. Patterson for $45,000 to James M. Griffith and Paul H. Buenning d/b as Griffith-Buenning Bestg. Co. Mr. Griffith is former manager of KSEK Pittsburg, Kan., and Mr. Buenning is manager WBBZ Ponca City, Okla. Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. KVAK assigned 1 kw on 1470 kc. Granted Jan. 12.

KVLC-AM-FM Little Rock, Ark.—Transfer of control of Southwestern Bestg. Co. from A. Bensky and Z. Bensky jointly owning 51% for $80,294 to Southern National Insurance Co., headed by Robert M. Saxon, 94.15% owner. KVLC assigned 1 kw day on 1050 kc. Granted Jan. 12.

Deletions . . .

DELETIONS of one AM and two FM authorizations reported approved by FCC last week. These are first announced for 1950. Deletions, effective dates, and reasons follow:

WORM Easton, Md.—Easton Bestg. Co. Inc., CP, Jan 11. Extension of completion date denied.

WLAL-FM Lakewood, Ohio—United Garage and Service Corp., license, Jan. 6. Does not feel economic conditions will improve. Has been losing about $1,800 per month since March 1948.

WJAY-FM Mullins, S. C.—The Mullins & Marion Bestg. Co., CP, Jan. 4. Not enough public interest in FM.

New Applications . . .

AM APPLICATIONS

Butler, Ala.—J. G. Stulzenmuller Jr., 740 kc, 1 kw day; estimated cost $7,400. Applicant is 50% owner Rose Hill Grill, Columbus, Ga. Filed Jan. 11.

Flagstaff, Ariz.—Flagstaff Bestg. Co., 1340 kc 250 w fulltime. Firm has bid $3,000 in bankruptcy court for facilities of KWRZ there, whose license has been revoked by FCC. Applicant partnership includes: Eugene C. Phillipoi, technical director at WNBK (TV) Cleveland, 50%; Alan J. Gardiner, electronic circuit development engineer for General Electric Co., 20%; Mary Jane Phillippi, ex-women's director for WSRS(FM) Cleveland, 5%; Anton S. Holm, real estate salesman, 10%, and Wm. A. Howard, WNBK maintenance supervisor, 10% (proposed). Filed Jan. 12.

Salem, Ind.—Don H. Martin, 1220 kc, 1 kw day; estimated cost $12,850. Applicant is high school teacher. Filed Jan. 12.

Hamilton, Ala. — Marion County Bestg. Co., 970 kc, 1 kw day; estimated cost $18,600. Co-partnership: Hugh J. Fite, insurance and bond business; Ernest B. Fite, attorney, and Rankin

Newsman. Topflight editor, reporter, newscaster, local news gathering and writing experience essential. 5000 watt midwestern network affiliation include full details and state salary expected. Confidential. *BOX 809D, BROADCASTING*

Because we SELL—
We're 65% SOLD!
WGRD
GRAND RAPIDS, MICH.

Fite, attorney and state senator. Filed Jan. 12.

North Bend, Ore.—Bay Bcstg. Co., 1340 kc, 250 w fulltime; estimated cost $11,850. Principals: Josephine E. Edwards, owner Edwards Hardware Store, president 100%; Donald B. Carmichael, secretary-treasurer, and John W. Kendall, majority owner KWWB Walla Walla, vice president. Filed Jan. 12.

Fort Bragg, Calif.—Knox La Rue, 1490 kc, 250 w fulltime; estimated cost $7,165. Applicant is 42.5% owner KSTN Stockton, Calif., and manager of San Francisco office of George P. Hollingbery Co. Filed Jan. 9.

Burbank, Calif.—Essie Binkley West, 1490 kc, 250 w fulltime; estimated cost $6,635. Applicant is owner KCSB San Bernardino, Calif. Filed Jan. 6.

Libby, Mont.—Lincoln County Bcstrs. Inc., 1230 kc, 250 w fulltime; estimated cost $5,475. Principals: Oliver G. Coburn, ex-chief engineer KBYR Anchorage, Alaska, and co-owner Coburn Electronics, manager-chief engineer, 199 sh; Mary Elizabeth Coburn, co-owner Coburn Electronics, 601 sh; Rogan Jones, president-general manager KVOS Bellingham and president KPQ Wenatchee, Wash., 1 sh; James W. Wallace, vice president-general manager KPQ, 1 sh; Radio KVOS Inc., 398 sh. Filed Jan. 6.

Jackson, Mich.—WKMH Inc., 970 kc, 1 kw fulltime, directional; estimated cost $56,400. Applicant is operator WKMH-AM-FM Dearborn, Mich.

FM APPLICATIONS

Muncie, Ind.—Wilson Junior High School, noncommercial, educational FM station, Ch. 218, 91.5 mc., 10 w. Filed Jan. 10.

La Crosse County, Wis.—Wisconsin State Radio Council, noncommercial educational FM station, Ch. 212 (90.3 mc), power 3 kw. Transmitter to be located at P. O. Holmer, RFD, La Crosse County. Filed Jan. 6.

TRANSFER REQUESTS

WSHB Stillwater, Minn.—Acquisition of control of St. Croix Bcstg. Co., licensee, by William F. Johns Sr. through purchase for $58,000 of 67.5% interest held by Victor J., Albert S. and Nicholas Tedesco. Mr. Johns is 15% owner WOSH Oshkosh, Wis. William F. Johns Jr., WSHB manager, retains 22.5% interest and James W. Hobbins retains 10%. WSHB assigned 250 w day on 1220 kc. Filed Jan. 11.

WFUR Grand Rapids, Mich.—Transfer of control of Furniture City Bcstg. Corp., licensee, for $60,300 from Simon W. and Jennie Oppenhuizer, T. F. and R. L. VanderMey, and William R. and G. R. VanderWerp to new group of 43 stockholders headed by William Kuiper, about one-third, and Harold Brinks, trustees. WFUR assigned 1 kw day on 1570 kc. Filed Jan. 10.

KSVC Richfield, Utah—Transfer of control of Sevier Valley Bcstg. Co. from William L. Warner Sr., president and majority owner, and to cover issuance of new stock. More than dozen new stockholders have been added to firm. Mr. Warner and four other original stockholders retain 54.15% under new setup. KSVC assigned 1 kw day on 690 kc. Filed Jan. 12.

WSRK(FM) Shelbyville, Ind.—Acquisition of control of Shelbyville Radio Inc., licensee, by Emma S. DePrez, who with nephew, John C. DePrez each already hold 37.5% interest. Marion T. Ayers is 25% owner. Mrs. DePrez also is chief owner of Shelbyville Newspapers Inc. and Daniel DePrez Mfg. Co., holders of preferred stock in WSRK. Preferred stockholders acquire equal voting interest when dividends are not paid. Filed Jan. 12.

KXXX Colby, Kan.—Transfer control of Western Plains Bcstg. Co. Inc., licensee, from John B. Hughes and associates through sale of all stock for $83,500 to KMMJ Inc., licensee KMMJ Grand Island, Neb. Mr. Hughes, chief owner KXXX, holds 350 sh. There are 20 other stockholders with holdings ranging from 5 sh. to 50 sh. KXXX is assigned 5 kw day on 790 kc. Filed Jan 6.

WYVE Wytheville, Va.—Assignment of license from Dr. A. M. Gates and Robert Hennis Epperson d/b as Wythe County Bcstg. Co. to Dr. Gates individually. Mr. Epperson sells his 50% interest for $20,000. WYVE assigned 1 kw day on 1280 kc. Filed Jan. 6.

WVNJ Newark, N. J.—Transfer of control of Newark Bcstg. Corp., licensee, through multiple small stock transfers and new issues over period of time from six original owners to present 18 stockholders, including certain of original owners or members of their families. WVNJ assigned 5 kw on 620 kc. Filed Jan. 6.

Johnson

(Continued from page 16)

annual election in which Neville Miller, Washington attorney and former NAB president, was named FCBA president succeeding Guilford Jameson.

Other officers elected were: William A. Porter, first vice president; Arthur W. Scharfeld, second vice president; Thad H. Brown Jr., secretary, and Reed Miller, treasurer.

Sen. Johnson told FCBA that it is FCC's "duty" to be more than a regulator of technical factors, and that it must see that licenses are used in the public interest. Otherwise, he maintained, the license becomes "special privilege of the worst kind."

He said regulations are more likely to become arbitrary and onerous "only when the licensee is doing a minimum job." He continued:

When the licensee persists upon skating on thin ice, always seeing how little he can get by with, he strengthens the hand of a bureaucratically inclined agency. It is faulty and sloppy operation that brings on a Blue Book; it is clever deals that bring on an Avco Rule; it is monopoly practices that bring on network regulations.

Licensees and their lawyers constantly cry about the Commission and its greed for more power, but the most effective way to pull the Commission's fangs—if fangs it has—is to do such a good job of broadcasting that there is little for the Commission to do except formulate technical regulation.

Sen. Johnson said he was "not criticizing radio, for American radio has done a magnificent job." He told his listeners that "there are 10 to 1 more fine radio stations performing a great public service in this country than in all of the rest of the world combined." It is a "few," he said, who give radio "a bad name."

February Report

Sen. Johnson, who in a report to the Senate last February said his committee "would deplore" an FCC decision on the clear-channel question prior to the NARBA conference at Montreal, declared Thursday night that:

"We might have been in a much stronger position at Montreal in our efforts to reach a conference agreement had we first eliminated the problem of the clears. Most certainly, then we could have dealt with cleaner hands with our Latin-American neighbors."

He said:

. . . I hope the Commission will shortly provide for duplication of clears since the people of this country need more frequencies desperately. Certainly, it has the authority to do so. The maintenance of clear channels is an anachronism in modern radio practice.

Unfortunately the clears cannot render the local service that many areas deserve, hence they do not serve well. It is archaic to contend any longer that clear channels serve a useful purpose in the U. S., and the best proof is that the networks now frankly admit that their own sea-

Mr. MILLER

Sen. JOHNSON

board clears might be duplicated without harm to them.

He claimed that such agencies as FCC and others "have not only come hopefully to regard themselves as arms of the Executive, but they actually perform their functions as if they were part and parcel of the Executive." He maintained this is a "dangerous" trend with "totalitarian aspects."

Sen. Johnson suggested that the power of appointing members of commissions should be withdrawn from the President and given to Congress — the Speaker of the House, for example.

With respect to the possibility of substituting FM for AM in Cuba and other Caribbean countries, the Coloradan said:

FM renders better service than AM in areas where static interference is serious and where the area to be covered is not continental. Moreover, its use would eliminate pressing frequency problems and AM interference for us since there are ample FM frequencies. . . . It might pay us to make a loan nor grant for the installation of FM stations, plus the replacement of all existing AM receivers with FM sets. . . .

On Color TV

On the subject of color television: "Since it is generally agreed that color is practical, most emphatically the public interest would not be served by waiting until 30 million families have invested upward of $6 billion dollars in black-and-white sets before switching to color."

He said he was "sorry there has been unavoidable delay in reaching a final decision" on color but that he thought FCC's "present hearing has been justified by the new interest it has aroused in this art."

The entertainment program for the dinner included Eddie Gallaher of WTOP-CBS Washington as m.c., and radio and television singers Jody Miller, Jeanne Warner, Steve Olds and Gene Archer.

Guests aside from FCC members and staff executives included Navy Sec. Francis P. Matthews, who is part owner of WOW Omaha; Sen. E. W. McFarland (D-Ariz.), whose bill to reorganize FCC procedures has passed the Senate and was promised further assistance by Sen. Johnson; Sens. Brien McMahon (D-Conn.), Charles W. Tobey (R-N. H.), Owen Brewster (R-Me.), Homer Capehart (R-Ind.), and John W. Bricker (R-Ohio), all members of the Senate commerce committee; former Sen. Burton K. Wheeler of Montana, now practicing law in Washington; Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, and a number of other congressmen and government officials.

Trafficking

(Continued from page 20)

mittee actually intended to construct the station for purposes of sale rather than operation. In cases where, in addition to a transfer of license, there is also involved a transfer of a construction permit for modification of facilities, under which construction permit program tests have not commenced, the Commission will authorize the transfer of such construction permit if it represents a relatively minor modification of existing facilities but not when it represents a major modification. What is minor or major will depend upon the facts of every case. Illustrative of the former is a construction permit to change transmitter site. Illustrative of the latter is a construction permit to change facilities from a local station on daytime only to a full time regional station.

[Editor's Note: FM illustration of "major" modification: To change from Class A to Class B; in television, to change from community to metropolitan station.]

[1] This section shall not apply to an assignment or transfer of control of a construction permit for a standard broadcast station where such assignment or transfer is an integral part of the assignment or transfer of control of an FM station located in the same community and where such FM station is itself eligible for assignment or transfer under the provisions of Section 3.215.

[Editor's Note: In FM section, this footnote permits transfer of FM grant when integral part of AM license transfer. No comparable footnote appears in section dealing with television transfers.]

WBIG ELECTS

Price Is Board Chairman

ELECTION of Ralph C. Price, president of Jefferson Standard Life Insurance Co., as chairman of the board of WBIG Greensboro, CBS-affiliated regional, was announced last Wednesday following a meeting of the board of North Carolina Broadcasting Co., WBIG licensee. Mr. Price formerly had been chairman and president.

Gilbert M. Hutchison, general manager, was elected president and a director of North Carolina Broadcasting, and Mrs. Lorraine P. Ridge, widow of Edney Ridge, former general manager, was reelected to the board. Jefferson Standard owns two-thirds of the corporation and Mrs. Ridge one-third. Aileen Gilmore was reelected secretary-treasurer. Joseph M. Bryan, executive vice president of Jefferson Standard, formerly a director, resigned.

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

At Deadline...

NARBA CONFERENCE SCHEDULED TUESDAY

GOVERNMENT-industry conference called for Tuesday to discuss NARBA and forthcoming (Feb. 1) U. S.-Cuban sessions on respective nations' frequency assignments. Plans announced by FCC and State Dept., which said "any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to attend and participate in the (Tuesday) meeting."

FCC Comr. Rosel H. Hyde, who headed U. S. delegation to Montreal NARBA conference last fall and is slated to go to U. S.-Cuban session in Havana in same capacity, will be in charge of Tuesday session. It'll start at 10 a. m. at State Dept., 1778 Pennsylvania Ave., NW, Washington. NARBA conference, currently in recess after U. S. refusal to accept Cuba's channel demands, slated to resume in U. S. about April 1, following completion of U. S.-Cuban negotiations. Meanwhile, it was considered almost certain that industry would be invited to send delegation to Cuban sessions along with official government delegates.

AID OFFERED FOR STUDY OF TV IMPACT ON 'GATE'

JOSEPH H. McCONNELL, NBC president, Friday afternoon offered National Collegiate Athletic Assn., on behalf of all network broadcasters, financial aid and assistance in studies to find solution of problem of impact of TV on sports attendance. He urged NCAA members in convention in New York that until facts of TV impact on sports gate are in "don't blame everything on television."

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAA business meeting held Saturday appoint television committee to investigate sports attendance and report at June meeting of NCAA's executive committee. Resolution also recommended that NCAA members make no television commitments beyond 1950-1951 college year.

DELAY GRANTED IN SUIT

SECOND extension on suit brought by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson against CBS has been granted until Feb. 6 by Chicago Federal District Court Judge James P. Campbell.

CAYTON NAMES BLACK

ALLAN BLACK, director of television for Cayton Inc., New York, since 1947, has been named director of television and radio for agency, replacing late Earl McGill.

MOVES TO HEADLEY-REED

FRANK BRESLIN, recently with John E. Pearson Co. as radio salesman, has joined Headley-Reed Co. Mr. Breslin also has served with Young & Rubicam as timebuyer and was with NBC 12 years.

LEACH JOINS B&B

LAWRENCE R. LEACH, formerly brand advertising manager for Lever Bros., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products and Log Cabin syrup.

IRE TO MAKE AWARDS AT MARCH MEETING

INSTITUTE of Radio Engineers' 1950 Morris Liebmann Memorial Prize to be awarded Otto H. Schade, research engineer, RCA-Victor Div., Harrison, N. J., at IRE annual convention March 6-9 at Hotel Commodore and Grand Central Palace, New York. Award is for his contributions to analysis measurement technique and system development in TV and related optics field.

Among those to be named Fellows—highest membership progression in IRE—are:

Jack R. Poppele, vice president of Bamberger Broadcasting Service, New York (now General Teleradio Inc) and president of Television Broadcasters Assn., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

Frank J. Bingley, Bamberger chief television engineer formerly of Philco Corp., for contributions in television engineering.

Alva V. Bedford, research engineer, RCA Labs Div., Princeton, for contributions to sound recording and development of TV circuits.

Dudley E. Foster, engineer-in-charge, Hazeltine Research, Los Angeles, for work on radio receiver design.

Harry B. Marvin, project engineer, General Electric Co., Schenectady, for contributions to measurements art and pioneering work in FM, TV and allied fields.

Garrard Mountjoy, chief radio engineer, Stromberg-Carlson Co., Rochester, for work on design of radio and TV receivers.

Dayton Ulrey, manager, Lancaster (Pa.) Engineering Section, RCA Labs Div., for work on special purpose and power tubes.

AMERICAN STORES BACK

AMERICAN STORES Co. for reported first time in 10 years to use radio to boost its Acme Super Markets in Baltimore area with signing for *Lauri Alwyn Show*, weekdays, 12 noon-12:15 p.m., on WCBM Baltimore. Placed direct. Food Fair Stores begins 10th WCBM year with renewal of weekday *Dialing for Dollars*, through Theodore Newhoff Agency, Baltimore. Albert F. Goetze Inc., meat packer, for seventh year renews WCBM weekday *Lucky Basket*, grocery giveaway, through Harry J. Patz Agency, Baltimore.

KTHT PLAZA DEDICATED

KTHT HOUSTON's new studio facilities, termed "Radio Plaza" and described as one of most luxurious and complete in South, dedicated Saturday with Frank White, MBS president, scheduled to participate. Ultra-modern design to accommodate TV with only slight modifications; 200-seat auditorium included. Executive office of President Roy Hofheinz has private dining room and kitchen.

WMEX CASE ARGUED

COMPLEX WMEX Boston license renewal and transfer case went before full FCC Friday in oral argument on examiner's recommended report which failed to find sufficient evidence for conclusion that ownership data had been willfully withheld [BROADCASTING, Sept. 12, 1949]. Commission Counsel Walter Emery in substance argued that Alfred J. and William S. Pote, who with their sister, Antoinette Iovanna, would gain majority interest under proposed transfer, had assumed "real" or practical control of WMEX since inception although they were only minority stockholders technically. WMEX counsel, Arthur W. Scharfeld, contended Potes had not concealed their identity and had reported stock interests when required. He urged renewal and transfer grant as recommended by examiner.

Closed Circuit

(Continued from page 4)

Speidel Corp. All four networks submitting shows.

ESSO STANDARD OIL CO., through its agency, Marschalk & Pratt, New York, reportedly looking for television show.

IL PROGRESSO ITALIANO-AMERICANO, owner of WHOM Jersey City, which last week failed to complete contract to buy WINS New York (story page 41) because of inability to sell WHOM, reportedly intending to reapply to FCC for permission to move WHOM to New York. Such petition was withdrawn by *Il Progresso* when WINS prospective purchase arose.

FIRST RETURNS from Electric Institute telephone survey of Washington area TV dealers and service companies on effects of CBS public demonstrations of color last week reportedly show black-and-white set sales 'way down, service calls (from people who tried to adjust monochrome sets to get color) 'way up. Final results due this week.

EYES will pop and tongues wag in at least one district when list of nominees for NAB board elections is sent to member stations early next month.

WITH ACQUISITION of facilities of WWDC Washington (presumably to become WOL) by Peoples Broadcasting Co., licensee also of WRFD Worthington, Ohio, Fred Palmer, broadcast consultant and station executive, will become supervising manager of both properties. Edgar Parsons, manager of WRFD, will transfer to Washington as directing head of new operation.

MONTGOMERY FOR LUCKIES

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will sponsor Robert Montgomery [CLOSED CIRCUIT, Dec. 5, 1949], who will produce, narrate and act on hour-long TV dramatic show. Actor has joined NBC-TV network as executive producer. Show starts Jan. 20 on NBC-TV, every other Monday, 9:30-10:30 p.m. BBDO, New York, is agency.

WHITEMAN BECOMES V. P.

ALBERT R. WHITMAN, vice president of Benton & Bowles, New York, since 1942 and in charge of merchandising on all products since 1945, has been named executive vice president of Campbell-Mithun Inc., Minneapolis, effective Feb. 1. Mr. Whitman during war was on leave to OWI as deputy director in charge of food and gasoline information program and later was national director of fuel and stove rationing. He had been with B&B in various capacities since 1933.

CONGRESS TO SEE COLOR

CBS will show its color TV system to members of Congress this month, officials said Friday. Senators invited Jan. 23, House members, Jan. 25-26. All showings will be late afternoon and held at Walker Bldg. in Washington where public demonstrations now being held. Government officials will be invited for later showings.

PROSPECTS FOR SET SALES

PURCHASE RATES for radios, television and players, 1950 estimate, issued Friday by U. S. Chamber of Commerce Domestic Distribution Dept. Frequency of purchase and size of transaction reported as follows: Average income families, two years, $26; above average income, two years, $64; below average income, six years, $45. Total purchases for 1950 estimated at $740,000,000, $17.60 per family, or 7.5% of total to be spent for all product groups.

XUM

It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 27 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

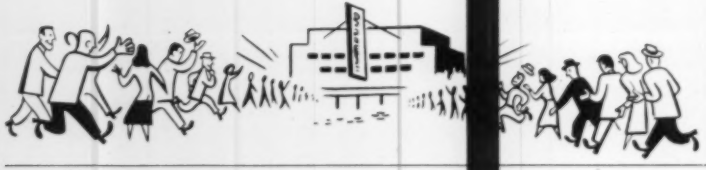
DETROITERS have the money now

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now



1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.

FIRST IN MICHIGAN — *...wned and Operated by* THE DETROIT NEWS

National Representatives: TH...EORGE P. HOLLINGBERY COMPANY

ASSOCIA...AM-FM STATION WWJ

WWJ-TV

NBC Television